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THE SENATE OF CANADA



PROCEEDINGS

OF THE

SPECIAL COMMITTEE

ON

TOURIST TRAFFIC

No. 1

The Honourable W. H. Dennis, Chairman

WITNESSES:

Mr. J. B. Harkin, Commissioner of Dominion Parks, Department of the Interior, Ottawa.

Mr. W. H. Van Allen, Assistant to the Director of Publicity, Department of Trade and Commerce, Ottawa.

OTTAWA

J. O. PATENAUDE

PRINTER TO THE KING'S MOST EXCELLENT MAJESTY

1934

MINUTES OF EVIDENCE

THURSDAY, May 2, 1934.

The Special Committee on Tourist Traffic met this day at 10.30 a.m.

Hon. Mr. Dennis in the Chair.

The CHAIRMAN: Honourable gentlemen, I have asked Mr. J. B. Harkin, Commissioner of National Parks, to be here at 11 o'clock. In the meantime, I think we should begin by arranging the order of appointment.

On Thursday, April 26, the Right Hon. Arthur Meighen, P.C., moved:

That a special committee of six senators be appointed to consider the immense possibilities of the tourist traffic, to inquire as to the means adopted by the Government looking to its encouragement and expansion, and to report to this House; and that the members of the said committee be Hon. Senators Dennis, Buchanan, Foster, Parent, Green, and Hocken.

On Wednesday, May 2, on motion of the Hon. C. P. Beaubien, acting leader, the Hon. Senators MacArthur, from Prince Edward Island, and Horner, from Saskatchewan, were added to the Committee.

Since the motion was made by Senator Meighen on Thursday, April 26, telegrams and letters have been pouring in. If it is the wish of the Committee I will give the information contained in these letters.

Hon. Mr. GREEN: I do not think it is necessary to read the letters.

The CHAIRMAN: I will give the names of the writers.

There is a letter from G. M. Robinson of Halifax, who has been identified with the tourist industry for many years. He commends the action of the Senate and offers his co-operation. There is one from D. Leo Dolan, Director of the Bureau of Information of the province of New Brunswick, at Fredericton, offering his co-operation and saying that he will be present at some of our meetings. Others are from: Judge Pouliot, Quebec; Professor E. D. MacPhee, of the Maritime Provinces Association, Toronto.

Hon. Mr. MACARTHUR: He is a native of Prince Edward Island.

The CHAIRMAN: Mr. L. B. Howland, of Peterborough, Ontario, encloses some articles that appeared in the Peterborough *Examiner*, and offers his co-operation. Bryan L. White, Editor of the Ottawa *Farm Journal*, commends the action of the Senate and offers his co-operation. Other communications are from: Hon. J. Fred Fraser, of Halifax; Ward C. Pitfield, Montreal; W. H. Wood, Manager of the Chamber of Commerce, London, Ontario, who offers his co-operation and says he will be prepared to appear before the Committee; L. E. Shaw, of Wolfville, Nova Scotia; J. A. McLeod, President of the Bank of Nova Scotia, Toronto; E. L. Macdonald, proprietor of the Halifax Hotel, Halifax; Carlton F. Bowes, Secretary of the Nova Scotia Hotel Association, Halifax; George A. McNamee, Secretary-Treasurer of the Canadian Association of Tourist and Publicity Bureaus, Montreal; Stewart McCawley, Glace Bay, Nova Scotia; J. T. Wilson, Miami, Florida; Mr. Justice Arsenault, President of the Prince Edward Island Tourist Association, Charlottetown; H. D. Marshall, of the Industrial and Publicity Commission, city of Ottawa; Manley F. Miner, Kings-

ville, Ontario; E. R. Powell, of the Toronto Convention and Tourist Association, Toronto; T. H. R. McNally, of the same association; A. C. Emmett, Managing-Director of the Manitoba Motor League; W. J. S. Walker, of the Canadian National Parks Association, Calgary; R. B. Daiville, of the Windsor Hotel, Montreal; Ernest Heaton, of the Empire Reference Series, and Captain Midford, of the Dunnville Aquatic Bird Sanctuary, Dunnville, Ontario. The last two mentioned letters were addressed to Senator Meighen.

Now, gentlemen, this information is here and available for any member of the Committee who wants it. At an early date I shall endeavour to have it summarized and a copy furnished to each member of the Committee. All these letters are heartily in support of the action of the Senate.

Then we have had splendid co-operation from the press of Canada, both from the news standpoint and in the way of editorial comment. We have had splendid editorial comment from papers right across Canada, from Nova Scotia, New Brunswick, and Prince Edward Island to the Pacific Coast. I have not observed a newspaper that has taken the slightest objection to the policy that has been adopted; in fact, every paper I have seen has supported it in a generous way. The editorials are here if any member of the Committee would like to see them.

Acting on the suggestion of members of the Committee, at a preliminary meeting held yesterday, a communication was forwarded to the Premier of each Province, the head of the publicity department of each Province, the Canadian National Railways, the Canadian Pacific Railways, the Dominion-Atlantic Railways, the Eastern Steamship Company, the Furness-Withy Steamship Company, the head of the Canadian Pacific Hotels, the head of the Canadian National Hotels, the Canadian Press, the Daily Newspaper Association, the Weekly Newspaper Association, the Canadian Association of Tourist and Publicity Bureaux, and other organizations interested in the development of the tourist trade. The message requested expression of their views and solicited their co-operation. It was as follows:—

Committee of Senate appointed to study expansion tourist trade and make recommendations to Government would appreciate if you would have representative appear before it and present your views stop If not convenient please forward brief at earliest possible convenience.

W. H. DENNIS,

Acting for the Committee.

Replies are coming in this morning. Some of these gentlemen will come in person, or send representatives, and others are going to forward briefs. I would respectfully suggest, therefore, that we have some definite policy in regard to the number that we are going to have here. We must decide whether we are going to ask them here officially on behalf of the Committee, or request their own governments or their own organizations to send them.

Hon. Mr. GREEN: What powers were the Committee given in that connection?

The CLERK OF THE COMMITTEE: The Committee lack the power at the moment. It is not included in the order of reference, but on the recommendation of the Committee the order of reference can be enlarged by the Senate. Once having been given power there is a rule covering the payment of expenses, and so on.

Hon. Mr. GREEN: What I was getting at particularly was whether our present power even covers the shorthand report.

The CLERK OF THE COMMITTEE: Oh, yes, sir. It does not cover the printing, but the shorthand report is in order.

Hon. Mr. GREEN: The other expenses are not, and we must get further power. I am not objecting to this being done now at all, but I am just pointing out that we must get the powers before we are put right.

The CHAIRMAN: Absolutely. I appreciate that. That is why I brought the matter up this morning. Are we to try to get the provincial governments and tourist organizations to send their representatives here at the earliest date?

Hon. Mr. GREEN: The difficulty I see is this. I think for a day or two we will have ample material before us from the departments, but if you send the same message to all of these people, then we will have to bring them in and keep them waiting around. Let us bring them in as we need them, instead of sending out a general call for them to come.

The CHAIRMAN: That is quite true. We discussed the matter informally yesterday, and it was decided that we should ask the C.P.R., the Canadian National, and others, if they are available to come. That is as far as we have gone. If it is not possible for them to appear before the Committee they will have briefs prepared.

Hon. Mr. MACARTHUR: This Committee is unique, in that there are no hostile classes or interests involved, such as usually appear before other committees. All of these transportation companies and tourist associations would gladly have their representatives come here, and I do not think you will be bothered in regard to expense. That being so, there is nothing lacking in our power. The witnesses are not sworn, and they come voluntarily. I think that if we were to take something like the railways or steamship companies for Tuesday we could make good progress. We could sit in the afternoon.

The CHAIRMAN: That is what I thought. The greater speed with which we work, the better, because the tourist season is advancing, and any encouragement that we can give the various provinces will be of great help to them. If we can collect a substantial amount of information and have it ready for the Committee on Tuesday night or Wednesday, if that is your wish, we can carry on from day to day.

Hon. Mr. HOCKEN: I will be here Tuesday and Wednesday. I should think we could get our own officials and the transportation representatives almost right away. For instance, I think we might have had Mr. Charlesworth, or someone representing him here this morning.

The CHAIRMAN: Mr. Harkin is coming here at eleven o'clock. The reason I asked him to wait until then was that I thought we should clear up these details first. Then we will hear Mr. Harkin and the representative of the Department of Trade and Commerce.

Hon. Mr. HOCKEN: Have you arranged with Mr. Charlesworth?

The CHAIRMAN: No, I have not. He has been tied up in another committee, and I wanted to suit his convenience.

Hon. Mr. HOCKEN: The reason I ask is that he could start something right away. He has got the organization.

I hand you, Mr. Chairman, a letter from the Toronto Convention and Tourist Association, signed by E. R. Powell, Managing Director.

The CHAIRMAN: Mr. Harkin, this Committee is indebted to you for coming here this morning. We expect you will give us some valuable information. I would suggest that you tell us what is being done in the way of publicity, expenditures, etc., with respect to the National Parks.

What is the wish of the Committee, that Mr. Harkin should make a statement, or that we should ask him questions?

Hon. Mr. GREEN: In my opinion a statement from him would be preferable. We can then ask him any questions thereon that may occur to us.

Hon. Mr. HOCKEN: I think Mr. Harkin might tell us what he has done, and then suggest what we can do to aid him and expand his scheme.

Hon. Mr. MACARTHUR: That is agreeable to me.

The CHAIRMAN: Will you proceed, Mr. Harkin.

Mr. J. B. HARKIN (Commissioner of National Parks, Department of the Interior): The subject, Mr. Chairman, is tremendously big, as you will recognize, and I may be somewhat discursive because I have not had an opportunity to formulate a statement.

At the outset I may say that there is an utterly inadequate idea in Canada as to the amount of work that federal authorities are now doing in regard to the tourist business. Not as much is being done as many people think should be done, of course, and there are many fields of activity that can be developed, but there is a very considerable amount of work being done at the present time along this line. Naturally I am mostly concerned with the National Parks end.

The main purpose of the National Parks organization is the preservation and development of what I might call the raw material for tourists, that is, the ultimate in scenery. As a matter of fact when I took charge of national parks in 1911 I found conditions very unsatisfactory, very little attention having been given to this end. From that time on I got very active financial and other support, and we have accomplished a great deal in developing and improving and preserving and extending our park areas.

In the development of our parks we attach great importance to the foreign tourist trade, and while we always have in mind that the parks are primarily for our own people, we feel that whatever we do to make them more accessible and encourage their use by the home tourist, incidentally attracts the foreign tourist. At the outset, I approached the railway people and had a definite understanding with them from the start that they would take care of advertising. But that does not mean we have done no publicity of any kind. We have done a great deal and have had very satisfactory developments. I cannot give you the actual tourist traffic figures for 1911, but they were comparatively small, almost insignificant. You will remember that, Senator Green. Our big year was 1930, I think, when we had something over 600,000 visitors.

Hon. Mr. HOCKEN: In the national parks?

Mr. HARKIN: Yes, sir.

The CHAIRMAN: Where are the national parks located?

Mr. HARKIN: There are national parks in British Columbia, Alberta, one in Saskatchewan and one in Manitoba. We have in Ontario small areas called national parks, but not to be considered national parks in the sense that the mountain areas are. We have in the Thousand Islands about sixteen islands, which we took over because they were outstanding from an eastern standpoint. They were not like the mountains of the West, but they were outstanding in their beauty. The islands down there were being gobbled up by private interests for their own purposes, and it was desired that at least a portion of the Thousand Islands group should be preserved to the public. Then we have Point Pelee, a comparatively small area, which happens to be the most southerly portion of the Dominion of Canada, jutting out into lake Erie. That area was desired primarily because it was on the great migration route of the birds, a sort of funnel for the birds. We wanted to make it a bird sanctuary, and as there was no legislation to enable us to do this we made it a park. It has come to be one of the most popular parks, particularly from the foreign tourist standpoint. The shore all along lake Erie there has been grabbed up to a very large extent for summer residences purposes—

Hon. Mr. MACARTHUR: Mostly by Americans?

Mr. HARKIN: Well, mostly, but a great many Canadians summer there too. It was getting to the point where there would not have been any place for the public to have access to the beaches and the recreation facilities. We get a very large number of daily visitors and week-enders, camping parties, and so on, at Point Pelee. I think the total number of visitors runs up to about 150,000 a year. We set aside twenty-nine islands among the Ten Thousand Islands of Georgian Bay, on the same principle that the Point Pelee area and some islands in the Thousand Islands group were set aside.

We have nothing that you can call a park in Quebec. We have two areas in the Maritimes that we call parks, though they are really historic sites. There is Fort Anne, at Annapolis Royal, which is a national park. It too was created a national park because there was at the time no legislation for dealing with it in any other way.

The CHAIRMAN: That is a small area there.

Mr. HARKIN: About thirty acres, I think. But of course it is a marvelously attractive place; from a tourist standpoint, I fancy it is quite as attractive as the land of Evangeline. Of course, it really is part of the land of Evangeline. We were very fortunate to have had at the head of that the late Mr. Fortier, who accepted an honorary curatorship, and who devoted a tremendous amount of energy and intelligence to the development of the place. He was very successful not only in the work of re-establishing and reconditioning things but in the development of an Acadian museum. Honourable gentlemen from the Maritimes will know about that. I will mention an interesting incident that may be a little bit away from the main subject. When that fort was last captured from the French by the New Englanders, they carried away a huge iron key. You have probably seen it, Senator Dennis.

The CHAIRMAN: Yes.

Mr. HARKIN: It eventually became the property of the Massachusetts Historical Society, and was kept by them until a few years ago when Mr. Fortier, with characteristic initiative, approached the Society for the return of the key. He said "The old fort is the proper place for that key." And as a matter of fact the key is now in the museum at Annapolis.

We have an area at Beauséjour, which is also officially a national park. There is little there except the remains of the old earthworks and trenches, which are being preserved. It is intended to have a museum eventually.

The CHAIRMAN: What is the acreage of that?

Mr. HARKIN: I think about eighty acres. Associated with the parks work is of course the marking of national historic sites. Under our present Act we have authority to set aside historic sites as such, and while these, like the parks, are being developed primarily for the benefit of our own people, they are also being developed from the standpoint of attractions for tourists. For instance, we think that Louisburg, when we complete our development there, will be a tremendous magnet, particularly for New England tourists, the ancestors of many of whom took part in the capture of Louisburg.

While talking of the work our branch does, I may say that we also administer the Migratory Birds Act, and in that connection and because of our wild-life work generally, we have carried on a very active policy of co-ordinating administration in Canada with respect to wild life. Wild life, of course, is primarily of outstanding value so far as tourist traffic is concerned. I mention the matter of co-ordination for this reason, that I think it may have an application to any efforts in co-ordination with regard to the tourist traffic. We found when we first went into the wild-life work that each province was a law unto itself; it was not regarding the game from the national standpoint, and consequently

there was no co-operation or co-ordination, or practically none, among the provinces. We arranged, at federal expense, to bring to Ottawa, each year at first, and subsequently only every second year, the Chief Game Officer of each province. We met around the table to discuss our common problems; and I do not think there is any single item of administration in Canada where there is more active and friendly co-operation than there is in the administration of wild life, and this is entirely due, I think, to that getting together.

The man in Nova Scotia knows the man from British Columbia. They talk things over and exchange information, and gradually the idea is developed that the wild life of Canada is not only a provincial resource, but really a national resource, and a national viewpoint is developed.

In the development of the tourist traffic I think we should keep in mind the outstanding value of the game, and the very wonderful co-operation that has been brought about among the provinces and their officials through personal association.

Hon. Mr. HOCKEN: What do you know about the place of Dunnville, Ontario?

Mr. HARKIN: We have no place at Dunnville.

Hon. Mr. HOCKEN: Captain Mitford.

Mr. HARKIN: That would be a wild-life sanctuary, a private sanctuary.

Under our Act, of course, we establish migratory bird sanctuaries. We always do that work in co-operation with the provinces, and we will not establish them independent of a province unless they are on Dominion lands.

Hon. Mr. HOCKEN: You take an interest in Jack Miner's place?

Mr. HARKIN: Oh, yes. As a matter of fact, there is an annual grant made to him, and he is paid \$800 a year, I think, as a sanctuary officer. He originally got a grant of \$5,000.

Hon. Mr. MACARTHUR: I think it is \$2,200.

Mr. HARKIN: It is either \$2,200 or \$2,500 now.

Hon. Mr. HOCKEN: Is not this place at Dunnville close to Jack Miner's?

Mr. HARKIN: I only know of the place by name.

Hon. Mr. HOCKEN: It is just across the river from Dunnville. The Grand river runs through there.

Mr. HARKIN: That would not be very far from Jack Miner's.

Hon. Mr. MACARTHUR: Do any of the provincial governments assume any responsibility in regard to these parks?

Mr. HARKIN: None whatever.

Hon. Mr. MACARTHUR: And there are no parks outside of the federal parks?

Mr. HARKIN: Oh, there are provincial parks, of course; but we have nothing to do with them. We co-operate, of course.

Hon. Mr. MACARTHUR: Is your department responsible for anything in New Brunswick or Prince Edward Island?

Mr. HARKIN: In New Brunswick there is Fort Beauséjour, and there was Fort Howe. It was eventually cancelled and taken over by the city. It was a historic site.

Hon. Mr. MACARTHUR: They have St. Andrews-by-the-Sea there.

Mr. HARKIN: Yes. That is a resort area. We have nothing in Prince Edward Island but a limited number of historic sites, and they are mostly concentrated in Charlottetown.

Hon. Mr. HOCKEN: Do you take any care of the responsibility for Algonquin Park and Timagami?

Mr. HARKIN: None whatever. They are looked after by the province.

The CHAIRMAN: Are you identified with the Canadian National Parks Association?

Mr. HARKIN: I am not a member of it, but I am in close touch with it. That is an association of citizens, purely, who organized originally as a sort of public protective body with respect to national parks. It is composed of people who believe in national parks. You will realize that one of the difficulties has been to prevent the commercialization of parks' natural resources. At times there has been tremendous pressure for the development of natural resources. The attitude of those concerned in the national parks administration is that if you ever develop the mines, water-powers and so on in a park there is no difference between that park area and the outside area; and those park areas were chosen by reason of their superlative beauty, and should be used for the purpose for which they are best suited. The Canadian National Parks Association came into being at a time when there were very active irrigation and water-power projects being promoted with a view to what we call desecration of national parks. The association has broadened out somewhat, and now carries on as well along the line of encouraging the public of Canada to go in for outdoor recreation.

Hon. Mr. MACARTHUR: Do you find anything in the Migratory Bird Treaty that is objectionable to Canada, or anything that can be improved? There is a good deal of dissatisfaction all over Canada, and particularly in the Maritimes. It is claimed that the Americans have the preference in regard to shooting; that they do not come up here to shoot, because they have the big end of it down there. This treaty is renewed from year to year.

Mr. HARKIN: It remains in operation until denounced on a year's notice by either party.

Hon. Mr. MACARTHUR: Do you find Americans coming in here to shoot, and if so, in what locality?

Mr. HARKIN: I do not believe any great number have ever come to Canada for the purpose of shooting birds. There are always some, I think, who go into those flat areas in New Brunswick for Brant and Canada geese, but I am quite convinced that it is not true to say that the people of the Maritimes or any other part of Canada are suffering.

I am convinced by our records, that if it were not for the treaty there would be no bird shooting either in Canada or in the United States to-day. People forget that while these birds are bred in Canada they are no more our birds than they are the Americas'. The birds insist on going to the United States for the winter, and we cannot prevent them.

Prior to the treaty the conditions in some of the United States were deplorable. There was no federal control. They had passed an Act, but found it unconstitutional. In the first place the control and regulation rested with the individual states, and there were states in the south where there was not a day of close season, and from south to north there was much spring shooting. Some states prohibited it. Also there was marketing to a large extent. The two things that destroy birds more than anything else are the marketing of game and spring shooting.

Hon. Mr. MACARTHUR: The law is strictly enforced now.

Mr. HARKIN: The law is strictly enforced now. Of course there are violations in the United States, and also here in Canada. As a matter of fact, I think the impression in the Maritimes that there is not as good an enforcement of the Migratory Birds Treaty as there should be is largely due to this fact: In a huge country like the United States there are areas where there has been slaughter, just as there are in Canada. Right in the Maritimes there are things going on at times of which we are not at all proud.

Hon. Mr. MACARTHUR: Is there any spring goose shooting in the United States?

Mr. HARKIN: No, none that is legal.

Hon. Mr. MACARTHUR: Haven't you found that there is a great falling off in wild life on account of the disappearance of eel grass?

Mr. HARKIN: Undoubtedly eel grass.

Hon. Mr. MACARTHUR: Have you had a report on the large number of partridge that died last winter in Prince Edward Island? The number has been placed at 17,000, but I think it is an exaggeration.

Mr. HARKIN: No, we have had no report about the Hungarian partridge. We have no authority over them, only over migratory birds.

The CHAIRMAN: Mr. Harkin, is there an official here in Ottawa in charge of tourist trade development by the various departments in co-operation with the provincial departments, etc.?

Mr. HARKIN: That is one part of our work that I have not yet reached. As a matter of fact up to last summer we carried on quite an active publicity and propaganda campaign from the parks standpoint. In many places, for instance, in the United States, we hooked up with it the general work as well, and many of our films were produced so as to include scenery outside the park areas. There were also the services of the National Development Bureau, an organization in the Interior Department which was broken up last summer. Then its tourist section was placed under the Parks service.

The CHAIRMAN: That is, under your jurisdiction, Mr. Harkin.

Mr. HARKIN: Yes, I am the nominal head. I simply received the organization as it stood. It has been carrying on a great deal of work of a somewhat specialized character, but quite effective. It gets out a considerable amount of literature which it circulates in the United States among automobile clubs, tourist agencies, schools, colleges and libraries. With this literature is enclosed inquiry cards, many of which are returned. Primarily it is an information bureau. It also gets out a considerable volume of newspaper material. You may be surprised to learn that to a great extent this is given free publication in the United States. I have not received any figures for the past year, but for the previous year the Bureau valued this free publicity at \$200,000.

The CHAIRMAN: Is not that pretty tough on the newspapers?

Mr. HARKIN: If the United States newspapers are willing to do it, that is all to the good for us. The material largely takes the form of maps, stereos, etc. I have some samples if you would care to see them.

The CHAIRMAN: Certainly.

Mr. HARKIN: The literature is very general in character; it has to be. The Bureau issues maps for automobile purposes. Here are some of the booklets and maps. The maps are particularly in demand in the United States.

Hon. Mr. MACARTHUR: Mr. Harkin, during the last three or four years has your appropriation been curtailed?

Mr. HARKIN: Our appropriation has been cut down considerably.

Hon. Mr. MACARTHUR: Do you find that a handicap?

Mr. HARKIN: It does not help any.

Hon. Mr. MACARTHUR: How much has it been cut down?

Mr. HARKIN: I could not say off-hand with regard to the tourist trade. As a matter of fact our appropriation is voted in one lump sum for national parks.

Hon. Mr. MACARTHUR: And the allocation is left to you?

Mr. HARKIN: We present a tentative allocation.

Hon. Mr. MACARTHUR: Do you think this would be an opportune time to ask for a little more in the supplementary estimates?

Mr. HARKIN: That touches a matter of Government policy and I do not know that I should express an opinion on it.

The CHAIRMAN: Mr. Harkin, the tourist work came under your jurisdiction a year ago, I understand.

Mr. HARKIN: The general tourist business.

The CHAIRMAN: Can you tell us the total appropriation for publicity?

Mr. HARKIN: I think in the tourist section which I took over last year our appropriation is something in excess of \$40,000.

The CHAIRMAN: That is for everything, lectures, newspaper advertising, etc.?

Mr. HARKIN: Yes, for the tourist section. In the parks section we have \$18,000 this year for general expenditure, which will cover moving picture films, booklets, lecture expenses and matters of that kind. Then there is the salary list of the staff engaged on that work, which would run perhaps \$20,000 more.

The CHAIRMAN: For all the parks?

Mr. HARKIN: Yes, that roughly is our expenditure.

The CHAIRMAN: The tourist section would be?

Mr. HARKIN: I should say from memory something over \$40,000.

The CHAIRMAN: For publicity of all kinds?

Mr. HARKIN: Then the parks would be in addition to that, but not quite so much.

Hon. Mr. HOCKEN: Do you spend that on producing maps?

Mr. HARKIN: Maps, literature, moving pictures, salaries.

Hon. Mr. HOCKEN: And newspaper advertising?

Mr. HARKIN: We do not do any newspaper advertising. Of course, we use the radio.

The CHAIRMAN: American radio stations?

Mr. HARKIN: Perhaps I had better tell you an incident in that connection. In the winter the Canadian Radio Commission, with whom we co-operate, came to us and said, "The National Broadcasting Company which puts on a weekly half hour broadcast called 'Hands Across the Border' would like some material for the announcer to read which would be suitable for Canada." We undertook to prepare the material. I have copies of it here. We prepared a short announcement with respect to each province, and included the Yukon and the Northwest Territories. It was almost entirely material of a nature to attract tourists. It went over very well. The broadcasts covered all the United States. We were very much pleased to have this publicity, which cost neither us nor the Radio Commission anything.

Later we decided to put on a weekly item about the National Parks. The National Broadcasting Company gave us four of these broadcasts, and then the Radio Commission notified us that this feature was off.

It is somewhat remarkable to reflect that within two weeks of the first parks' broadcast the National Broadcasting Company announced it would give a half hour weekly broadcast on the United States National Parks, the purpose being to make 1934 a National Parks year. Naturally we thought there was some connection between the two incidents.

The CHAIRMAN: Mr. Harkin, are we to understand that the federal Government is not co-operating with the provincial Governments and private enterprises in the way of magazine and newspaper advertising and radio publicity to develop tourist business?

Mr. HARKIN: There is no advertising whatever done by the Dominion authorities so far as I know, certainly not by our branch with respect to the tourist business. There is close co-operation between our service and the provincial organizations.

The CHAIRMAN: There is no financial outlay on the part of the Federal Government?

Mr. HARKIN: None on advertising.

The CHAIRMAN: Or radio?

Mr. HARKIN: Or radio.

Hon. Mr. MACARTHUR: I take it that in these booklets issued by your department you give every province more or less space?

Mr. HARKIN: Yes sir.

Hon. Mr. MACARTHUR: But anything that is strictly local you leave to the local tourist associations or the provincial governments?

Mr. HARKIN: Yes. We largely generalize with respect to the provinces, because if we were to particularize in any case we would get into difficulties. The bulk of the distribution is in the United States.

The CHAIRMAN: Do you know whether the provincial organizations and the municipal organizations do any advertising in the United States?

Mr. HARKIN: Some do, yes. And of course the railways do.

Hon. Mr. GREEN: Mr. Harkin, you say most of these pamphlets go to the United States. How are they distributed?

Mr. HARKIN: In the first place there are extensive mailing lists, which are pretty well up-to-date, and which comprise automobile clubs, banks, schools, universities, and so on.

Hon. Mr. MACARTHUR: Hotels, too.

Mr. HARKIN: Hotels, and all sorts of private tourist organizations which arrange private parties and sell tickets. There are a great many such organizations in the United States. Large numbers of inquiries come in from all directions, and especially where you put on an exhibit. For instance, there was a joint exhibit last year at the World's Fair, Chicago, by the Canadian National, the Canadian Pacific and the Dominion, and from that exhibit we received very many inquiries. We often have put on an exhibit. We always provide tourist material for exhibits by the Department of Trade and Commerce, Exhibition Branch.

Hon. Mr. HOCKEN: Does the Department of Trade and Commerce do publicity for the tourist trade?

Mr. HARKIN: Not as such, I think. They do a great deal of advertising and they put on exhibits, and they always make the tourist end of the exhibit almost a dominating one, I think. They have found that their exhibit goes over better when they have scenics, animals, and so on. So we give them stuffed animals, transparencies, enlarged photographs, and even oil paintings, of which we have a substantial collection.

Hon. Mr. MACARTHUR: Mr. Harkin, do you make any special effort to attract foreign capital through the tourist traffic? I refer particularly to the American tourist traffic. Money that Americans spend here helps to improve our balance of trade. Of course, Canadians who tour through this country help to put more money into circulation and in that way to improve business, but does not the big part of the tourist traffic come from outside?

Mr. HARKIN: From a financial standpoint, yes.

Hon. Mr. MACARTHUR: Do you co-operate with the Toronto Exhibition and the Winter Fair?

Mr. HARKIN: Yes. We generally put on an exhibit at both. That is largely because we can reach a great many Americans there.

Hon. Mr. MACARTHUR: You are satisfied you get very good results?

Mr. HARKIN: Yes. From the parks standpoint, the automobile business has to originate pretty well in the United States. Our practice for years has been to send a lecturer out. He generally covers the United States from the Dakotas down to the southern part of California. The principal value we receive in that way is perhaps in the contacts he makes. He personally contacts the men in charge of automobile clubs and offices, hotel men and so on, and through his personality I think he is successful in getting them to co-operate with us, so that they virtually become workers. He also contacts a great many newspaper writers, and through furnishing special articles which they in turn sell to magazines and newspapers we get a tremendous amount of free publicity of material which these publications would not take directly from us at all.

Hon. Mr. HOCKEN: You call him a lecturer, do you?

Hon. Mr. HARKIN: Yes.

Hon. Mr. HOCKEN: What bodies would he lecture to?

Mr. HARKIN: Rotary clubs, Kiwanis clubs, boards of trade, automobile clubs, and so on. And of course such lectures mean a great deal of newspaper publicity, in which photographs are used and some large headings.

Hon. Mr. HOCKEN: That is part of your tourist publicity?

Mr. HARKIN: That part is done by the Parks end. You see, the general tourist service came to me only last summer.

The CHAIRMAN: Do you think the changes that have taken place recently in the United States in connection with the liquor law, and the continuation of the Chicago Fair, are going to have a serious effect on the tourist?

Mr. HARKIN: The Chicago Fair had an effect last year, and probably will have to some extent this year; but judging from what the railway people tell me and what our own figures show, there is a prospect of improvement this year. It may be due to the N.R.A., or something else but things are looking better.

I do not think the liquor will have a substantial influence on the tourist business, because in the final analysis the people are coming to Canada, I think, for climate, scenery, recreation, and romance.

Hon. Mr. MACARTHUR: And liquor.

Mr. HARKIN: They do not have to come for liquor. But we have two assets. One is the fact that the American people are not very friendly towards Europeans on account of war debts and other things, and they are friendly towards us, so their natural inclination is not to go to Europe as much as it used to be. We have this further advantage: they want to go to a foreign country. That is a matter of psychology, I suppose, but we do find that it is an important factor.

The CHAIRMAN: Do you think this would be an opportune time to go after the tourist business in an aggressive way—that is within Canada and from the United States and other countries? Do you favour an aggressive policy at the present time?

Mr. HARKIN: What I have been trying to do since I took over this work last summer is this. My problem has been to ponder on a general plan. While there is a great deal of very good work being carried on now, it is rather haphazard.

Hon. Mr. HOCKEN: Disjointed.

Mr. HARKIN: Disjointed, not co-ordinated. Co-ordination is what I think is most required.

I have sought out, as far as I could, the people who are most concerned in the tourist traffic—railways and so on—and we have had many preliminary discussions with a view to co-ordination of effort. As a matter of fact, I expect very shortly to have a rather important meeting with the officials of the C.P.R. and the C.N.R. I have had many conferences with individuals, but we are going to have a sort of final meeting where we hope to bring about a somewhat definite plan of co-operation and co-ordination. I do not think that expenditures on advertising, for instance, or aids of that kind are going to be of very much value until we prepare a very definite and comprehensive plan from the national standpoint. I think we should look at the matter from this view: A tourist coming into British Columbia is of great value to Nova Scotia and every other province. We must have a national outlook. We must get the man in Nova Scotia co-operating with the man in British Columbia, as we do in game matters, and must have a get-together of some kind to formulate what you might call a five-year plan, if you like; then we must prepare a budget and work to it. We should handle this matter in the same way that any other business is handled. There is an organization which was developed a few years ago for that very purpose.

The CHAIRMAN: The Canadian Tourist Bureau, in Toronto?

Mr. HARKIN: It is the Canadian Association of Tourist Bureaus. Of course, they have very limited funds at their disposal.

The CHAIRMAN: Mr. McNamee?

Mr. HARKIN: He is the secretary, yes.

The CHAIRMAN: The Tourist and Publicity Bureau in Montreal.

Mr. HARKIN: I do not mean in Montreal. Mr. McNamee is secretary of this other organization as well. The Montreal Tourist Bureau carries on a very effective campaign in conjunction with the Adirondacks Hotel Association. That is an example of international co-operation. The Adirondacks Hotel Men's Association is much more active in its co-operation with Montreal and Quebec, for instance, than with American agencies. The principle on which they work is this, that every American, outside of those in Northern New York, who is induced to come to Canada has to pass through the Adirondacks, and that when they are helping Montreal and Quebec they are helping themselves; but when tourists from south of there go west or south they are of no value to them.

Washington, Oregon and California co-operate very actively with British Columbia, and we can always get substantial help from American organizations in this matter of co-ordination.

Hon. Mr. MACARTHUR: If we had a co-ordinated five-year plan in which the municipalities and provincial governments co-operated under a national scheme, would not another branch be necessary in your department?

Mr. HARKIN: It might.

Hon. Mr. MACARTHUR: You could not carry on that work as well as your work in connection with the parks?

Mr. HARKIN: I could not express an opinion about that.

Hon. Mr. MACARTHUR: There is no doubt that we have been detrimentally affected by the American liquor law. Another factor this year is that the cost of trips to Europe and trips around the world has been ridiculously low. Furthermore, there is the World's Fair. We are up against all these adverse conditions.

The CHAIRMAN: I know it is hardly fair to expect you to give us a comprehensive recommendation this morning, but would you let us have, briefly, your suggestions as to the most practical way of dealing with the situation this year, with a view of setting up a federal organization for the future.

Mr. HARKIN: I will tell you what I have been considering. The work can only be undertaken now and again as other duties permit.

In the first place, I should like to see the Dominion call together in Ottawa representatives from each province, representatives of the railways and other transportation companies, like the Canada Steamship Lines, the hotel men, representatives of the Manufacturers' Association, the automobile organizations, the Bankers' Association, the Canadian Chambers of Commerce, and the Press Association. The purpose is to get together representative business men who, in general conference, or through the appointment of committees, would take up individual aspects of the problem. A general committee should be constituted which would meet us once a year. A five-year plan might well be formulated. Then at its annual meeting the general committee would resurvey the situation and make whatever recommendations it might see fit. It should be purely an advisory organization, pretty much along the lines of our Historic Sites and Monuments Board. We can only get the benefit of the best advice through such a conference.

Behind this general Advisory Committee I should like to have in Ottawa what I might call an interdepartmental committee, composed of representatives from the Customs, Immigration, Trade and Commerce, and Justice Departments, the Bureau of Statistics and the Radio Commission. This committee should meet frequently to deal with specific problems that may arise in any of the departments. The Immigration and the Customs ends are of the utmost importance in relation to tourist business. From time to time I receive letters from persons in the West complaining that a Customs officer or an Immigration officer had taken certain action that involved a good deal of trouble and annoyance to the tourists concerned. It will be seen that the representatives of those departments on my proposed interdepartmental committee could give prompt attention to any complaints of this nature. Under present conditions we have to resort to correspondence with the departments concerned, and, as will be readily understood, this is a somewhat slow process.

Hon. Mr. HOCKEN: Does the operation of the Customs Department occasion trouble to tourists?

Mr. HARKIN: At times there is trouble.

Hon. Mr. HOCKEN: Are the Customs regulations onerous?

Mr. HARKIN: It is rather a matter of the individual official. A grouchy Customs or Immigration official can cause a great deal of annoyance.

Hon. Mr. HOCKEN: How would you deal with such cases; make representations to the minister?

Mr. HARKIN: My idea is that the representative of the Customs Department on the interdepartmental committee would soon bring about a housecleaning, if you will, in the department, and the officers would be made to understand that they had to co-operate and that courtesy should go hand in hand with efficiency. That my proposal is practical is borne out by our experience in regard to wild life.

The CHAIRMAN: Apparently the attitude of our Customs and Immigration officials is an important factor in relation to the tourist business. Here is a letter from the Women's Liberal-Conservative Association of Western Ontario. It is dated St. Thomas, April 26. After commenting on an Ottawa despatch that the Senate had started a movement to promote tourist traffic, the writer quotes a letter received from a gentleman in Arlington, Mass., the conductor of several parties under Masonic auspices:

Our plans for the summer are not completed as yet, for the rates are not out for the railroads, and we have almost decided to go by train this year, although we may run a bus trip also if there is demand enough for one. Our experience of last summer with entry into Canada is still fresh in our minds, and I shall start work on that before I decide whether we travel to Canada or not.

The letter continues:

I take it from this that the Immigration or Customs regulations were found rather unpleasant. Could it not be arranged to have the conductor of the party, as is done in Europe, responsible for the members of a conducted party?

That shows the importance of your suggestion, Mr. Harkin.

Mr. HARKIN: Yes.

Hon. Mr. MACARTHUR: Our Immigration regulations are more stringent than those of the United States.

Hon. Mr. HOCKEN: That is my experience.

The CHAIRMAN: Is there anything further from Mr. Harkin?

Hon. Mr. GREEN: I should like Mr. Harkin to tell us how much money is being spent and where and how to make the park areas accessible.

Mr. HARKIN: This year the total appropriation for parks is roughly \$1,000,000. At the peak it had reached \$1,600,000. Those were periods of capital expenditure on exceptionally large highway schemes and matters of that kind. Of course, during recent years we have been operating unemployment relief camps in the parks, and our annual expenditure on this work will run approximately to \$1,000,000 a year. The men have been building highways, clearing up debris, erecting bridges, and putting in drainage.

Hon. Mr. GREEN: All within the parks?

Mr. HARKIN: Yes. Then also we have been building the Big Bend highway, which is the last link in the trans-Canada highway in the West. By arrangement with the province of British Columbia it was agreed that the Dominion should build what we call the east leg of the Big Bend highway, that is the portion on the east side of the Columbia river, and the province would build the west leg. Our work is completed within eighteen miles of the Big Bend.

Hon. Mr. GREEN: What type of road are you building?

Mr. HARKIN: It is what we call in our Parks Standard specifications a twenty-foot road. It has a gravel surface. It is a very good road. I have been over sixty miles of it.

Hon. Mr. HOCKEN: Is that expensive to maintain?

Mr. HARKIN: We are not concerned with its maintenance. As soon as the road is finished it is taken over by the province of British Columbia. We have not any hard surface roads in the parks, except about three miles in Jasper, where we laid an experimental stretch with Alberta tar sand. It has worked out most satisfactorily.

Hon. Mr. GREEN: Do you oil the roads?

Mr. HARKIN: We oil them in the parks. In connection with my own survey of the tourist problem, I may say that I had our chief highway engineer go down through the Pacific states this winter to gather information with respect to tourist traffic. He tells me that those with whom he came in contact reiterated to him that, "If you want American tourists in Canada you must give them dustless roads." The complaints were not about the parks roads, for they are oiled, but about the connecting roads.

Hon. Mr. GREEN: They are very bad.

Mr. HARKIN: Yes. One of our great difficulties, so far as the interior is concerned, is that we have not good connecting roads with the United States, with the exception of the Pacific highway coming up to Vancouver.

Hon. Mr. GREEN: Yes, that is surfaced.

Mr. HARKIN: While we are on the question of organization I should like to make this further statement. As a preliminary step it is of the utmost importance that we divide the United States into four or five zones and put to work there surveyors or investigators to study local conditions with a view to ascertaining the peculiar likes and dislikes of the people in regard to tourist attractions, and then try to sell them those attractions. We must develop our tourist business more intelligently than we have been doing it in the past.

To emphasize the importance of securing such information, I may state that recently I asked a Canadian National official who is very much concerned about tourist traffic what were his expectations with regard to fishing in Jasper Park. We planted eastern brook trout in a virgin lake up there, and the experiment has proved so successful that it has been commented on by fishing enthusiasts all over the world. Within three years of stocking the lake seven-pound fish were being caught. The lake has an underground outlet, and the eastern brook trout that we introduced are the only kind of fish there. "Well," he said, "that all depends." He said, "We cannot sell speckled trout in Chicago." I said "Why not?" He said "They have a lot of lake trout around there, and the Chicago fishermen want maskinonge, a big fighting fish." I will give another illustration. A Canadian whom I know very well, who is an officer in the Imperial Army and stationed in India, was here last summer. We were discussing the prospects of getting a certain amount of tourist business from India. He told me there was just one way of getting it. Of course, we could look only for the white traffic, and it would be composed largely of officers. He said that in India all the white people, men and women, belong to clubs. They spend far more time in these clubs than in their homes, and he said that the only way to reach them is through the clubs. We equipped him with moving pictures, slides and other things, and he as a Canadian has undertaken to go around to these various clubs, whenever his time will permit, and put on exhibitions with a view to encouraging people who are travelling to their homes to the Old Country to go by way of Canada. He told me that a lecturer sent out by us would not be likely to get access to these clubs, which as I have said are almost the living places of these white people. I mention these things to emphasize the absolute necessity, as I see it, for the closest kind of study of local conditions. I used to have a regular lecturer who did nothing else but lecture in the United States, but he died and we have not replaced him. Before we would decide to send him into any new territory in the United States we would consult an almanac or some other such source of information, we would get the numbers of people who paid taxes on incomes over \$3,000, which information is available in the United States, then we would get facts as to the automobile ownership, the total population of the territory, and so on, in addition to any other information that we could discover, such as the racial type of the population. All these things are important. For instance, I do not think we could attract very many tourists from German settlements; nor is there much use in going to the South for business. You have to pick out your field. I do not think it would be possible for any tourist service to be brought to a high degree of efficiency unless it has that kind of information and constantly keeps it up-to-date. I do not know of anything to which I attach more importance than what I call the surveyors. I would not have them live in the United States. I think they should have headquarters here, because I want them back and forth, so that they can have a little shot in the arm every now and then to keep them pepped up. They can advise you also on the character of the literature that you should get out.

The CHAIRMAN: Mr. Harkin, I take it that this year we face an emergency, with the Century of Progress Exhibition starting again on June 1, and with the change in the laws of the United States—though there is divided opinion as

to whether this change will have much effect upon us. Now, have you a suggestion of any plan whereby this country, or the government of the country, could stimulate a greater interest in the tourist trade this year? The ultimate plan that you have in mind and that we have in mind cannot be finalized this year, so what we should like to know is whether you can suggest anything that would be effective within a very short time.

Mr. HARKIN: I think most people have made up their minds where they are going this year. If the people of the United States are intending to travel, they have made up their minds about it.

Hon. Mr. HOCKEN: In other words, we are too late for this year?

Mr. HARKIN: In many respects we are. All the railway people have told me for years that people who travel start their planning early in the new year. It is largely the women in the household who decide upon these things, and they do so in January, February and perhaps March. These are the months when most of the decisions are reached. Of course, there is a certain amount of last minute planning and deciding. As I say, that is the experience of the railway people over scores of years. The only way I can think of offhand for bringing about any considerable stimulation would be by placing men at strategic points on highways of the United States for the purpose of diverting traffic. That is an established practice in connection with tourist business. For instance, we might place a man at Ogdensburg, say, if we were trying to divert tourist business to this district. He might locate himself at some automobile office, or at the ferry wharf, and he would approach people and say "Where are you going? You ought to go to such and such a place." A lot of people can be diverted in that way by a man who has a good personality and knows what he is talking about. Such a thing has been done to a considerable extent on the Pacific coast, for instance. You will be familiar with that, Senator Green. And it is done in Montana by the Calgary Automobile Club. I think perhaps that is the only method that would promise very good returns.

Hon. Mr. MACARTHUR: In the shortest time possible?

Mr. HARKIN: Yes.

The CHAIRMAN: It has been suggested that a series of good radio broadcasts, say six or eight of them, across the United States—"Canada Calling"—with first-class artists, would have a good effect.

Mr. HARKIN: They would. Of course, that plan would be very expensive.

The CHAIRMAN: It would be expensive, yes.

Mr. HARKIN: By the way, would you care to see copies of the broadcasts that went out in the "Hands Across the Border" series? They were all strongly tourist. Here are the ones that we started with in connection with the parks. These are the ones that did not continue.

The CHAIRMAN: Yes.

Hon. Mr. HOCKEN: Do you think it is possible to secure co-operation between the National Broadcasting Company in the United States and the Canadian Radio Commission in Canada?

Mr. HARKIN: They do co-operate now to some extent.

Hon. Mr. HOCKEN: They do on a good many programs, I know; but do you think the National Broadcasting Company would join in that?

Mr. HARKIN: If it partook of the nature of advertising they would want to be paid for it, I think.

All those programs came in with the "Hands across the border."

Hon. Mr. HOCKEN: It would not be expensive to broadcast to our own people.

Mr. HARKIN: No.

Hon. Mr. HOCKEN: Suppose the people in Ontario and the West were urged to go to the Maritime Provinces, and the people of the Maritime Provinces were advised to go to Ontario or Quebec—

Mr. HARKIN: That could be done over our own service, and should be effective.

Hon. Mr. HOCKEN: And should not cost very much.

The CHAIRMAN: I am speaking only for myself, but I feel that there is an opportunity to do something worth while not only to hold the tourist trade this year, but to increase it, and subject to the approval of the other members of the Committee I am going to ask you to be good enough to let us have a brief on, first, the emergency situation this year, and what can be done about it; and to follow that with your views in regard to a policy for the future, whether it is a five-year plan or something else. Judging from the correspondence which the Committee has received and from the newspaper comment, the people of Canada are expecting something this year. They think there is a real opportunity. I would ask you to give consideration to: 1. The emergency situation this year; and 2, the plan for the future.

Is that agreeable, gentlemen?

Hon. Mr. HOCKEN: Quite.

Mr. HARKIN: The emergency situation and the possible remedy.

The CHAIRMAN: Yes.

Hon. Mr. HOCKEN: Is there not a large volume of tourist traffic for, say, from thirty to sixty days?

Mr. HARKIN: A considerable volume.

Hon. Mr. HOCKEN: Are we too late to stimulate that?

Mr. HARKIN: Undoubtedly some of that might be secured, provided your diversion men are good enough talkers. They must have the proper personality to enable them to approach people without offending, and to get them interested.

The CHAIRMAN: The best contact man can only deal with hundreds, whereas a publicity campaign of newspaper and radio advertising would reach millions. That is the difficulty for this year.

Mr. HARKIN: Undoubtedly.

The CHAIRMAN: We are deeply indebted to you, Mr. Harkin, for coming here this morning. We appreciate your co-operation and want to work in the closest harmony with you. We would like to feel at liberty to call on you from time to time if we may, and if you will prepare your brief at your convenience, and then come back, we will have the complete Committee here.

Mr. HARKIN: Here are some of the maps.

The CHAIRMAN: Would you care to send us a complete file of all the publicity that you think would be of interest to the public?

Mr. HARKIN: Yes. By the way, here are some samples of parks literature.

The CHAIRMAN: Before you go, we are to definitely understand that the tourist work of Canada is now under your jurisdiction?

Mr. HARKIN: Quite, so far as the Dominion is concerned.

The CHAIRMAN: And any other departments that are interested co-operate with you?

Mr. HARKIN: Yes.

The CHAIRMAN: You are the head?

Mr. HARKIN: That is right.

The CHAIRMAN: So that will prevent overlapping?

Mr. HARKIN: Yes.

Mr. HARKIN: Yes. There is just one thing I should like to mention, because we have thought of it a good deal. It is an item of the tourist business that is never discussed, but we think it is quite important.

Because of our climate a very large number of Canadians, after they get to a certain age and have a certain amount of money, go to live in California or Florida. They become, in effect, remittance men. Their investments are largely in Canada, and the amount of Canadian money that they are drawing out of the country, mainly into the United States, is substantial. We have worried a good deal about it and estimate that it runs to about \$100,000,000 a year. There are 105,000 Canadian-born people living in California. Let us suppose that only half of these are "remittance men", they draw out of Canada a tremendous amount of money each year. We have felt sometimes that we might be able to divert that traffic to the West Indies, so that, in effect, the money would remain in Canada. It is something we have not gone into very fully, but it is an aspect of the tourist business, that I think this committee should consider.

The CHAIRMAN: You will mention that in your brief?

Mr. HARKIN: Yes, Mr. Chairman.

The CHAIRMAN: Thank you, Mr. Harkin.

Now, gentlemen, we have before us Mr. W. H. Van Allen, Assistant Director of Publicity of the Department of Trade and Commerce.

Mr. W. H. VAN ALLEN (Assistant Director of Publicity, Department of Trade and Commerce): I am sorry, Mr. Chairman, that Mr. Chisholm is not able to appear; he is out of town this morning.

The CHAIRMAN: Will you please tell the committee what the Department of Trade and Commerce is doing to co-operate in developing the tourist industry.

Mr. VAN ALLEN: The publicity branch of the department has tried to incorporate in its work the Prince of Wales' slogan of 1925—"Take a business man's holiday to Canada." In other words, we have not been directing our attention strictly to tourist traffic except in relation to its business possibilities. Our reduced resources have prevented us from doing much advertising. What advertising we have done along these lines has been mostly in periodicals and trade journals which might reach individual business men of other countries who might be interested in Canada.

The CHAIRMAN: What would be the average expenditure each year?

Mr. VAN ALLEN: Very small. In the past year we have spent \$1,000 with Maclean's magazine on Canadian Trade Abroad, and with Mr. Ernest Shepherd, Montreal, who publishes The Canadian Exporter and World Trade and Finance. They have a foreign circulation.

The CHAIRMAN: As a matter of fact your department is not making any appeal to the masses to get tourist trade?

Mr. VAN ALLEN: Not to the masses.

The CHAIRMAN: You are simply confining your efforts to industrialists and business men?

Mr. VAN ALLEN: Yes. For the Buenos Aires exhibition of 1930 we put out a booklet printed in Spanish, giving a description of Canada from the industrial, educational and business and tourist points of view. Our various trade commissioners have requested us to bring this booklet up to date for circulation in their various countries, particularly in Mexico, from the tourist point of view.

Hon. Mr. HOCKEN: Mexico?

Mr. VAN ALLEN: Yes. A request came from the British Ambassador in Mexico—which was rather unexpected. Nothing has been done so far.

Hon. Mr. HOCKEN: What do you say as to the possibility of developing tourist traffic through Canada from Europe, particularly from Great Britain and France?

Mr. VAN ALLEN: I see no reason why it could not be done. Until last year we had in Great Britain a publicity man, Mr. Gerahty. He has since been taken over by Mr. Ferguson. All the advertising and publicity done by Mr. Gerahty was mainly with respect to trade. We have the Dominion Exhibition Commission. It has permanent headquarters in London. It also had an exhibit last year at the Chicago World's Fair. As Mr. Harkin says, the Commission co-operates in developing tourist trade by exhibiting stuffed animals, scenic pictures, etc. It is not for me to say so, but I think that work could be very much enlarged, particularly in Chicago. The appropriation for the Chicago Exhibition was comparatively small.

The CHAIRMAN: How much?

Mr. VAN ALLEN: I do not know whether it is supposed to be known, but for the Canadian Government the expenditure was \$15,000. I understand that each of the railways supplied a similar sum to a common fund. It was a government and railroad exhibit. Even so, from what the representative of the Exhibition Commission tells me, very many inquiries were received as to traffic to Canada, conditions of roads, etc. He is of the opinion that this little exhibit influenced quite a number of visitors to the Fair to continue their holidays in Canada. He told me, not officially, that he thought that if a better display could have been made the results would have been very much better.

Hon. Mr. MACARTHUR: Did you have a goodly number of inquiries from prospective visitors?

Mr. VAN ALLEN: No.

Hon. Mr. MACARTHUR: Any inquiries you would pass on to the Tourist Associations?

Mr. VAN ALLEN: We would, for the simple reason that we have been dissuaded from having anything to do with any but business tourists. We have done a little advertising, for instance, in the Greeters' Guide in British Columbia. That is from the business and tourist standpoint combined.

Hon. Mr. HOCKEN: How much have you spent in Great Britain?

Mr. VAN ALLEN: Between \$100,000 and \$150,000.

Hon. Mr. HOCKEN: Can you see any prospects of value as a result of that expenditure?

Mr. VAN ALLEN: It is pretty difficult to tell.

Hon. Mr. HOCKEN: It is all for trade purposes?

Mr. VAN ALLEN: Yes, say to induce the people of Great Britain to cultivate a preference for Canadian canned foods, rather than for American. It being for purposes of that kind, it is pretty difficult to tell to what extent advertising and other publicity is responsible for the change, although there is a marked improvement in the demand for Canadian goods.

Hon. Mr. HOCKEN: While a tour through Canada is an expensive undertaking for a man living in Great Britain, yet in view of the reasonable degree of prosperity they are now enjoying there, it seems to me, Mr. Chairman, that the time is rapidly approaching when more persons will be able to make such a tour. I am wondering if something cannot be done to stimulate this prospective traffic. I suppose the best means of securing information would be through Mr. Ferguson's department in London.

Mr. VAN ALLEN: I should think so.

The CHAIRMAN: Gentlemen, do you want to ask Mr. Van Allen any further questions?

It seem to me that our contact man is Mr. Harkin.

Hon. Mr. MACARTHUR: I should like to see Senator Hocken's idea developed. The second year of the Chicago Fair is likely to keep a good many Americans at home, and prohibition is a thing of the past in the United States. This year we have the Cartier celebrations. As he says, the people of the Old Country are better off to-day than they were a year ago, and the substantial budget surplus has made them optimistic. I have no doubt that many of them would like to tour Canada, especially in view of the very low steamship and rail rates now prevailing. We should take advantage of these favourable conditions and give adequate publicity to the celebration of this great historic event. France and Great Britain should respond very well.

Hon. Mr. HOCKEN: Could not some arrangement be made with the Radio Commission to broadcast throughout Canada considerable material about the Cartier celebration?

The CHAIRMAN: That is a matter which must be taken care of.

Hon. Mr. MACARTHUR: We have a good committee on that.

Hon. Mr. HOCKEN: After all, there are some thousands of people in other parts of Canada than Quebec who would have a strong racial sympathy with that celebration. If they could be attracted down there it would help materially.

Hon. Mr. MACARTHUR: There are a lot of French people in Louisiana who would come up.

The CHAIRMAN: Do you wish, honourable gentlemen, to ask the Director of Publicity of the Department of Trade and Commerce to submit his views here in line with the resolution? Or would that be conflicting with Mr. Harkin?

Hon. Mr. HOCKEN: I do not think it would conflict with Mr. Harkin. I think he would be quite keen to get that information.

Hon. Mr. GREEN: It would not hurt at all.

The CHAIRMAN: How would it do to ask Mr. Van Allen to confer with the Minister or have the Director of Publicity confer with the Minister or Deputy Minister and request a brief of what can be done?

Hon. Mr. HOCKEN: When a brief is being drafted I would like some consideration given to the British side of the question.

The CHAIRMAN: To the bringing of people from the British Isles to Canada. Of course, in the Maritime Provinces we find that whenever a British party comes over to Canada they seem to think that Canada starts at Montreal. Nova Scotia, Prince Edward Island and New Brunswick never seem to be included in the itinerary. It would be a pleasant surprise if the Maritimes were included once in a while.

We appreciate your kindness in coming here, Mr. Van Allen. Will you please convey our thanks to your officers? You have heard our views with respect to the development of the tourist traffic, and especially Senator Hocken's view as to encouraging more traffic from the British Isles.

Hon. Mr. HOCKEN: I should like to include France in that, too. There must be some Frenchmen who are quite well able to come.

The CHAIRMAN: We would like to have a brief of the views of the Minister or Deputy Minister of your department, Mr. Van Allen.

Does the committee think that it would be a good idea to communicate with the provincial governments and find out what is being spent in tourist publicity?

Hon. Mr. HOCKEN: I was wondering whether it would not be a good plan to communicate with the mayors of cities and towns. For instance, I know of a number of cities in Ontario that have active tourist associations. If we could get from them information as to what has been done, it would be helpful.

The CHAIRMAN: Do you not think we should get the whole picture, that is the amounts being spent by the provincial governments, the transportation companies and the municipalities? Then we would know approximately the total sum. Will you prepare a questionnaire, Senator Hocken?

Hon. Mr. HOCKEN: I am just throwing out a suggestion.

The CHAIRMAN: We shall bring it up at the full committee meeting on Tuesday, if you will have something prepared for that meeting. Mr. Harkin's suggestion for a Canada-wide conference seems to me to be an excellent one, but of course authority would have to be obtained for holding such a gathering.

The information we have received this morning should make it clear to anyone that the tourist industry is not being vigorously supported.

Hon. Mr. HOCKEN: It is not receiving united support, anyway.

The CHAIRMAN: It is not being vigorously supported here at Ottawa.

The committee adjourned until Tuesday, May 8, at 10.30 a.m.

THE SENATE OF CANADA



PROCEEDINGS

OF THE

SPECIAL COMMITTEE

ON

TOURIST TRAFFIC

No. 2

The Honourable W. H. Dennis, Chairman

WITNESSES:

- Mr. T. Morris Longstreth, Ottawa, Ontario.
- Mr. D. Leo Dolan, Fredericton, N.B., Director of the New Brunswick Bureau of Information and Tourist Travel.
- Mr. Theodore G. Morgan, Montreal, P.Q., Chairman, Executive Committee of the Canadian Association of Tourist and Publicity Bureaus.
- Mr. George A. McNamee, Montreal, P.Q., Secretary-Treasurer, Montreal Tourist and Convention Bureau.
- Mr. J. Van Wyck, Ottawa, Ontario, General Manager, Hotel Department, Canadian National Railways.

BRIEFS FYLED:

- From Honourable W. J. P. MacMillan, Premier of the Province of Prince Edward Island.
- From Mr. R. H. Coats, Dominion Statistician, Ottawa, Ontario.

ORDER OF REFERENCE

*Extract from the Minutes of the Proceedings of the Senate for the 26th April,
1934*

Ordered, That a Special Committee be appointed to consider the immense possibilities of the tourist traffic, to inquire as to the means adopted by the Government looking to its encouragement and expansion, and to report to this House.

MEMBERS OF THE COMMITTEE

The Honourable Senators: W. A. Buchanan, W. H. Dennis, W. E. Foster, P.C., R. F. Green, H. C. Hocken, R. B. Horner, C. MacArthur, and G. Parent.

MINUTES OF EVIDENCE

TUESDAY, May 8th, 1934.

The Special Committee on Tourist Traffic resumed this day at 10.30 o'clock a.m.

Hon. Mr. Dennis in the Chair.

The CHAIRMAN: Honourable gentlemen, I now have pleasure in calling on Mr. T. Morris Longstreth, to give us his views in connection with the development of the tourist industry. Mr. Longstreth has been coming to Canada for twenty-five years, and during the last nine years has lived here continuously. He has visited every part of the Dominion except the northeast Arctic and Prince Edward Island. Mr. Longstreth is a well-known author and journalist. His books about Canada are four volumes on the Mounted Police, and three travel books: "The Laurentians," "The Lake Superior Country," and "Quebec, Montreal and Ottawa." For fifteen years he has contributed articles to the press and magazines of the United States. Some of his work has been translated into foreign languages. His books on the three cities have been reviewed recently in the German press.

Mr. T. MORRIS LONGSTRETH: Mr. Chairman and honourable senators, first of all I want to thank you for this privilege of coming and talking about something that I am very much interested in. I would like, if I might, to congratulate the Committee on taking up something that I regard as the most valuable subject that Canada can go into at the present moment.

Hon. Mr. GREEN: Where is your home, Mr. Longstreth?

Mr. LONGSTRETH: Philadelphia. But I have been living in Canada for nine years.

I think there is a deep underlying reason, Mr. Chairman, why you should give the tourist industry every consideration. This reason is economic. In the past goods have been considered the more important part of wealth. To-day I think services are being recognized as equally important. Some day they will be considered more important, as the world gets wealthier. I read in the paper the other day that old Mrs. Vanderbilt died. She had thirty-five servants. This carries out my idea, I think, because Mrs. Vanderbilt could not eat any more than the ordinary person, and she could not wear any more clothes than the ordinary person, but she could multiply her demand for services. And as countries get wealthier the same thing will hold. Producing can be overdone, but consuming never can be overdone. Therefore the tourist is God's gift to a producing country, because he consumes without producing.

Therefore I think this Committee is on sound economic ground. As I understand it, your problem is two-fold: To plan for the immediate emergency, that is to assist Canada to hold her own this summer against the Chicago Fair, the equal dollar, equal drinking privileges, and the alluring vacation voyages offered by American steamship companies. These voyages are alluring, I might remind you, because they are made to sound so in the advertisements. The second part of your problem is to consider a long-time policy for the industry. This is the basic problem, and the one that I am deeply interested in.

The tourist business has of course been going on for a long time in Canada. Soon after the Canadian Pacific was finished in 1885 the company began to advertise. Banff is a word heard all over the world. I have aunts of mine going to Banff, and other friends going there. Mary Vaux had a glacier named for her at Banff in 1895, or somewhere around there. Then the private tours began to send people,—Raymond & Whitcomb, Cook's, and the other people began to book parties across Canada. And then came the automobile, and with the automobile came the automobile camp and the information bureau, the municipal information bureau, and the provincial agency, and chambers of commerce and boards of trade. And even private commercial companies began to issue tourist information. There is even a danger that the tourist information business be turned into a racket. I have already heard of some companies using captions related to tourist industries to dispose of their own wares. So it is hardly fair to say that the tourist business in Canada has been neglected. There have been a great many hard working officials in all parts of the country, provincial and private, who have been struggling to get the tourist business on its feet. But for all their effort, the total effect has been precious little, and these agencies would be the first to admit it. The questions asked by tourists, especially by those from abroad, show that the information about Canada is comparatively little even yet.

The reason, I think, is the lack of co-ordination, the lack of command. It took four years of war, you remember, to produce the high command over there, under Marshal Foch. And it has taken forty years to call this Committee into being. I trust it will not be very long before the next step is taken, that is the creation of a permanent tourist control, which might be called a Dominion Tourist Bureau Department. The object of such a department would be the effective management of the industry in toto. Its activities would fall into three general divisions: fact finding, publicity and development. The fact finding functions of this department would be, first, a complete survey of all the agencies connected with the tourist, for the purpose of simplifying and co-relating them; second, an inventory of the tourist attractions in Canada; third, a study by statistical experts of the financial aspects of the tourist business. The Bureau of Statistics has already made a start here, and for the last five or six years has been putting out an annual report dealing with the financial aspects of the situation. And by the way, Canada is one of the very few countries that are doing so. Publicity functions of this department would include, first, provincial publicity—that is very important and almost entirely neglected at the present time. Hotel keepers of Nova Scotia would be just as glad to have their rooms filled by people from northern Ontario as by people from Boston. And it is just as important for nationals to know each other as to have visitors from abroad. The second function would be international publicity. The Trade and Commerce Department, for instance, with its understanding of foreign viewpoints and its offices in many foreign centres, would be of a great service here. The third function would be to carry on an old and valuable service started by the Canadian Pacific, that is in cultivating the attention of writers, painters and distinguished lectures from all over the world. I cannot say too strongly, Mr. Chairman, that one literary genius can do more for a country than all the rest of its publicity put together. And I do not think this fact is recognized. I believe that if the figures could be got together and tabulated, it would be found that Longfellow has brought as many millions to the Evangeline country as all the provincial publicity has. Louis Hémon has attracted people to the northern country. I went up there myself, and spent some money in the Lake St. John district, simply because he wrote *Maria Chapdelaine*. Numbers of school teachers go to Dawson City to see where Robert Service wrote his poems. Francis Parkman is another name I

might mention. It is a curious fact that the first question people ask when they reach Quebec is: "Where is the Chien d'Or?" and they come to Quebec simply because a novel was written about that legend. I believe that if you asked a Londoner which Dominion he knew the real feel of best, it would not be Canada, South Africa, Australia or New Zealand, but India, because a young man once wrote the Jungle Books and Kim. So much for the publicity functions.

The third class of activity of the department would be the development of functions such as the supervision of existing facilities—the rating of hotels across the Dominion, and other tourist conveniences. They would have a definite programme of construction, of seeing that the proper avenues of the country were opened up, and that the highways actually met.

Most important of all would be the development of a feeling inside the country for the tourist. I do not believe the tourist is as welcome as he might be. Canada is anxious to have the money, but I do not think there is the same feeling of hospitality, or at least of interest, that there might be. So much for the skeleton of the Bureau.

The other purpose of this Committee, of course, is to solve the immediate emergency, and this depends on several questions: one is the amount of money that can be spent this summer.

The CHAIRMAN: Judiciously spent.

Mr. LONGSTRETH: Judiciously spent.

Hon. Mr. GREEN: Profitably spent.

Hon. Mr. HOCKEN: It will always be judiciously spent under your care, Mr. Chairman.

Mr. LONGSTRETH: Another question is, who is to spend it, how that spending is to be allocated, whether it should be spent entirely in radio newspaper advertising, magazine advertising, or in a combination of all of these. Another question to be discussed pretty carefully is whether the season's lateness permits of any campaign at all. That is not for me to go into.

In summing up I want to itemize my convictions. They are really just two. One is that the tourist industry offers the greatest potentialities of any industry of Canada—greater than the fields, the mines, the fisheries; the second is that these potentialities can never begin to be realized until a department is set up to supervise the entire field. That is really axiomatic, but I do not believe it is at all appreciated by the millions of people in the country. I very much hope that the Committee of the Senate will be made permanent.

In conclusion I should like to say that I think the Prime Minister is heartily in sympathy with this point of view. Two years ago when the Canadian Authors' Club was holding its meeting here, Mr. Bennett gave us a luncheon, and he spoke earnestly and with real feeling of the supreme value of highclass publicity for Canada. Heretofore the tourist industry has been nobody's baby; when the Government adopts it and gives it a little care and nurture, it will grow up and help support its parent in her old age.

I think that is about all I can say, Mr. Chairman.

The CHAIRMAN: In the emergency plan you mentioned radio. Have you any suggestions for radio programs, or how radio could be used?

Mr. LONGSTRETH: The radio falls into two fields, really, the American field and the Canadian field. It is a question whether it is not too late in the season to do anything with radio advertising down in the United States. It would take time to prepare and put on an elaborate radio program, and it would be fairly expensive. But I think a program could be put on in Canada, an interprovincial program, of nine weeks, say, with each province sponsoring one week; and personally I should like to suggest that the self-interest of the radio

audience should be appealed to by a prize contest. It could be put on with dignity and interest, and yet be done sufficiently well to make the people turn on their radios for that hour every week, the idea being, of course, that the people of Ontario should get acquainted with the people of Alberta, and vice versa.

The CHAIRMAN: Could you state a fundamental basis of appeal to tourists?

Mr. LONGSTRETH: It would be based on some self-interest. As a radio listener I have to be appealed to. I will not turn on a program unless it interests me, and it has got to interest me either by quality that I know of, or quality that I am led to believe it has, through advertising; and to clinch the matter I have got to get something out of it, amusement or otherwise.

Hon. Mr. HOCKEN: You speak of the Federal authorities supervising all this tourist effort.

Mr. LONGSTRETH: Yes, I visualize a pyramid with a Federal Bureau at the top, supervising and in charge of all the divisions which are now in action.

Hon. Mr. HOCKEN: Making regulations for their operation?

Mr. LONGSTRETH: Supervision and possibly regulations, yes.

Hon. Mr. HOCKEN: If we set up an authority here to act as a sort of director of all these semi-public organizations that are now working and have been doing so to a certain extent satisfactorily, are we likely to get them to co-operate? Will they not feel as though they were civil servants, or under the director of a civil servant?

Mr. LONGSTRETH: No, I should think they would feel it was all in the common cause, and that if their activity was correlated with the activity of all the other branches, so that there would be no overlapping and no undue extravagance, they would be delighted.

Hon. Mr. HOCKEN: This supervision would be suggestive rather than mandatory?

Mr. LONGSTRETH: Well, that would be worked out I imagine in the Senate debate.

Hon. Mr. GREEN: Have they any such Federal supervision in the United States?

Mr. LONGSTRETH: No.

Hon. Mr. HOCKEN: Is there any in Switzerland?

Mr. LONGSTRETH: I do not think so.

Hon. Mr. HOCKEN: Or in France?

Mr. LONGSTRETH: I am sure there is in France.

The CHAIRMAN: Yes, I think there is in France.

Hon. Mr. HOCKEN: They make regulations and enforce them?

The CHAIRMAN: That is my information.

Hon. Mr. MACARTHUR: That is right.

The CHAIRMAN: Any further questions?

Hon. Mr. BUCHANAN: Are you familiar with the French system?

Mr. LONGSTRETH: No, I am not.

The CHAIRMAN: Thank you, Mr. Longstreth. We are indebted to you for your assistance.

Now, gentlemen, we are fortunate this morning in having with us Mr. D. Leo Dolan, Representative of the Province of New Brunswick's Department of Publicity and Information. Mr. Dolan is an experienced newspaper man—that should qualify him on count No. 1; count No. 2, he was for years associated with our newspapers—that should make him 150 per cent; count No. 3, he is here representing one of the most attractive provinces. I am sure that he will give us most valuable information.

Mr. D. LEO DOLAN (Director of the New Brunswick Government Bureau of Information and Tourist Travel): Mr. Chairman, after your introduction I approach this committee with greater trepidation than I felt when I received your invitation. Perhaps the best praise you have given me is that I was associated with your papers for about five years.

My first words to you gentlemen shall be of congratulation to the Senate of Canada for its action in appointing this committee to investigate the possibilities of the tourist industry of Canada. I know that from the Government and the people of New Brunswick there will be only words of commendation for the vigorous manner in which you are approaching the subject.

Hon. Mr. GREEN: Let us hope you will be able to congratulate us on the results.

Mr. DOLAN: I am very hopeful of that, Senator Green, for surely the evidence already presented to the committee and the publicity it has received from the newspapers of Canada are indications of the general interest. I think, as Mr. Longstreth said, it has lain dormant for forty years. Certainly the activities of this committee should be productive of immense economic good to the whole people of Canada.

I think it is now pretty generally understood that the tourist trade is a natural asset which is not depleted by use but increases in value the more it is exploited. You have no doubt been advised by previous witnesses of the value of the tourist trade to Canada generally and perhaps of some of the methods which have been adopted by the Federal Government in its promotional activities. I shall endeavour to confine myself for the most part to a general survey of the tourist trade of the province of New Brunswick.

May I say that I think the last seven years have demonstrated beyond all doubt that no industry in New Brunswick has had a more phenomenal growth during that period than the tourist industry. We have endeavoured, through the activities of the Bureau of Information and Tourist Travel in New Brunswick, to secure some actual figures indicative of the value of the industry to my province. More than two years ago we issued a questionnaire card to visitors coming to the province, in which we asked them how many days they spent in New Brunswick, approximately how much money they spent in the province, how many miles they motored in New Brunswick and how many people were in the party and, incidentally, asked in addition for their comments on the tourist attractions of the province.

Hon. Mr. GREEN: Is this a governmental bureau?

Mr. DOLAN: Yes, Senator Green. I will give you the organization as I go along.

I have brought some of these cards with me in case any of you gentlemen may desire to look at them and see for yourselves what our visitors say of New Brunswick. Some are critical, but most, I may say, are very commendatory in their remarks.

Hon. Mr. BUCHANAN: With whom do you place those cards?

Mr. DOLAN: We have twenty-six ports of entry along the international border between Maine and New Brunswick. Each year we send a supply of cards to the customs officers. If a prospective tourist writes me I send him one of these cards. It is surprising the returns we get. Practically every visitor has one of these cards, and from those that are sent back to us we are able to get valuable statistics in regard to the value of our tourist trade. I may say that the cards were prepared by myself with the assistance of Dr. Coats of the Bureau of Statistics.

Hon. Mr. BUCHANAN: Have you any idea of the proportion returned?

Mr. DOLAN: We get from eight to ten per cent of the cards returned. This, I understand, is a very good response. The first year we issued these cards I may say the response was nearer twenty per cent.

Last year as a result of the replies we had to these cards, we estimated the value of our tourist industry in New Brunswick to be approximately \$6,000,000, which is a conservative figure. Estimates of the value of the tourist traffic in New Brunswick in the peak years placed it at between \$15,000,000 and \$18,000,000, but I think this figure is a little high. We base our \$6,000,000 estimate on these facts: 52,000 cars came into Canada for over twenty-four hours or not less than sixty days; four times as many cars entered Quebec as in the preceding year, and Premier Taschereau put the value of tourist traffic at between \$40,000,000 and \$50,000,000. On this basis we might very properly have valued our New Brunswick tourist traffic at between \$10,000,000 and \$12,000,000. I think \$6,000,000 is a very conservative figure.

The functions of our Bureau are briefly these. It has organized in 1927. All inquiries for tourist information respecting the recreational and other resources of the province come to and are handled through the Bureau of Information and Tourist Travel. In what might be termed normal years, we have handled more than 15,000 direct inquiries for tourist and other information through the Bureau, and although there has been a somewhat depressed condition in travel during the last year or so, I may say that even in 1933 we had more than 11,000 inquiries for tourist information at Fredericton.

I want here, in connection with these inquiries, to pay my respects to the National Parks Division of the Department of the Interior, the Publicity Director of the Department of Immigration and other Federal officers who have co-operated with us in this work and from time to time have sent to us numerous inquiries of prospective visitors seeking information on the province of New Brunswick. All this co-operation has been deeply appreciated.

As to the results of our promotional work, I may say that practically the entire work of advertising New Brunswick's tourist resources has been done through the Bureau of Information and Tourist Travel, and I desire to give a few figures now to indicate the value and importance of the advertising work we have carried on during the last seven years. In 1925, or two years before the establishment of our Bureau, and the inauguration of a concerned advertising campaign on behalf of the province, New Brunswick sold 217 salmon licences to non-resident anglers. In 1931, four years after the Bureau's advertising campaign had been inaugurated, the province sold 597 salmon licences to non-resident angler. Perhaps these figures are more impressive. We have in New Brunswick what we call a three-day trout and salmon licence for non-resident anglers. In 1925 we sold but 32 of these, but six years afterwards, that is in 1931, the number jumped to 680. This is a pretty real indication of what intensive advertising can do, even carried on as we have done it.

Part of our advertising campaign has been, naturally, in view of our valuable fish and game resources in New Brunswick, to attract to our province non-resident anglers. I need not tell this Committee about the trout and salmon streams of New Brunswick, perhaps the most famous of any on the North American continent.

The CHAIRMAN: In view of the Maritime Union, you might include Nova Scotia and Prince Edward Island.

Mr. DOLAN: Perhaps before I get through, Mr. Chairman, I shall be referring to some of the wonderful streams in Nova Scotia. So far as New Brunswick is concerned, I need only recall to your minds such rivers as the Restigouche, the Kedgwick, the Miramichi, the Upsalquitch, the Saint John, Tobique, Cain's, Renous, the Nepisiquit, and a dozen or more others which annually have brought to our province wealthy anglers of the United States and central Canada who find in New Brunswick a type of game fishing that is not offered to them in any appreciable degree in their own country.

Hon. Mr. HOCKEN: Referring to those salmon licences that you issue, must they be purchased by residents of Ontario and Quebec, for example?

Mr. DOLAN: Yes, by anyone who is a non-resident of New Brunswick.

We believe that it has been good policy to advertise our angling resources, because despite the financial condition of the last two or three years, sport fishing has taken its place as second in the matter of money expended by those participating in the sport. Indeed, the United States Census Bureau just a year ago figured that on a dollars and cents basis, fishing was the second most popular amateur sport in the country. Golf was in the lead with a total expenditure of about \$21,000,000, and fishing polled second, with \$9,700,370.

The CHAIRMAN: That is in the United States?

Mr. DOLAN: Yes.

Hon. Mr. BUCHANAN: What are those figures based upon?

Mr. DOLAN: They are based upon expenditures for equipment, and so on. And I think it is quite fair to say that anglers who spend \$9,000,000 in equipping themselves for the sport of fishing will spend at least three or four times that amount in indulging in that sport.

Hon. Mr. MACARTHUR: That is what I find.

Mr. DOLAN: Back in 1931 we made an estimate of the capital investment in the 298 camps and club houses in New Brunswick, including the equipment and improvements of all kinds in those camps and club houses, and we placed the figure at \$985,000. The estimated capital value of riparian rights was \$600,000, or a total capital value of \$1,585,000. You may be surprised to learn that about one thousand persons were employed in the province in 1931 as guardians, guides, cooks, and so on, all in connection with angling, and we estimated that the total paid to them in wages was about \$922,250.

Hon. Mr. MACARTHUR: Were those persons employed in connection with fishing alone, or with shooting as well?

Mr. DOLAN: With fishing alone. I think our fishing sport has become more important in value than our hunting.

The CHAIRMAN: Do you say you spent \$900,000 in wages?

Mr. DOLAN: That is what we estimated was paid out to the guardians, guides, cooks and so on, by the non-resident anglers.

I give you these figures to show the possibilities of the tourist industry even in my own province, to show what it means in the matter of economic wealth to New Brunswick to promote and develop an industry of that character. From figures which we compiled in 1931, which was not by any means the peak year in tourist traffic, we estimated that our motor tourists, with an average of three-and-a-half persons to each car, spent \$73.34 per car in the province of New Brunswick.

The CHAIRMAN: What year was that?

Mr. DOLAN: 1931.

Hon. Mr. HOCKEN: Do you say each person spent that amount?

Mr. DOLAN: No sir. We figured that there was an average of three-and-one-half persons in each car, and the total spent by those three-and-one-half persons on the average was \$73.34.

Hon. Mr. HOCKEN: Do I understand that you regard fishing as the strongest attraction for tourists in New Brunswick?

Mr. DOLAN: No, I would not like to say that, Senator Hocken. But I do say that our fishing is of a somewhat unusual type. And we have advertised that unusual resource, as I shall tell you later, particularly in United States publications. I think that our good roads and beaches and our fine summer climate allure tourists, but I say that the fishing is an attraction in a class by itself, because nowhere in the United States can there be found fishing comparable to what we have to offer. We made these statistics from returns on these

cards that I have referred to. For instance, here is a card from an American gentleman, who headed a party of four fishermen who spent twenty-one days in New Brunswick, and their total expenditure was \$1,600. We estimated that non-resident anglers and hunters left in the province an average of \$286.16 per person. It is therefore evident that the value we received from our tourist advertising was quite commensurate with the amount of money we spent. At the same time, however, we had in that year some 52,000 automobiles entering the twenty-six ports along the international border between Maine and New Brunswick for stays of more than twenty-four hours and not exceeding sixty days. We estimated that those 52,000 cars travelled more than twenty million miles in the province, and that each car ran an average distance of more than four hundred miles. Allowing an average of twenty miles to the gallon of gasoline, which is a pretty high average, those cars consumed more than 1,500,000 gallons of gasoline and paid into the provincial treasury by way of gasoline tax approximately \$100,000.

Now, Mr. Chairman, if you so desire, I will give you an outline of what our advertising program has been in New Brunswick.

The CHAIRMAN: We would like to have that.

Mr. DOLAN: As honourable gentlemen know, the last two or three years have been years of economy in the matter of government expenditure. I confess that my own Government has been economical to the nth degree in so far as the Bureau of Information is concerned.

Hon. Mr. MACARTHUR: If you will pardon me for a moment, have you any statistics for 1929, which was the peak year?

Mr. DOLAN: No, I did not take statistics for 1929, simply because it was the peak year, and I thought it was better to deal with a normal year. That is the reason I took 1931. I do not think the 1929 figures would afford just now a reliable indication of what we might expect from the tourist industry. In 1929 we spent for tourist advertising alone, merely for space in newspapers and magazines, \$8,866.73; in 1930, \$11,537.18; in 1931, \$8,981.28; in 1932, \$6,844.43; in 1933, \$6,790.72, and the estimated expenditure for 1934 is about \$6,500.

Hon. Mr. BUCHANAN: How has the money been distributed?

Mr. DOLAN: We have utilized the newspapers of Boston, Philadelphia, New York, Toronto, Montreal, Ottawa and other cities. When the amount was \$11,000 we had a pretty large schedule; but when it was reduced we naturally cut our schedule.

Hon. Mr. MACARTHUR: Those are strictly provincial grants.

Mr. DOLAN: Appropriations made by the Legislature.

Hon. Mr. MACARTHUR: Then there would be some additional money raised by motor leagues and the like.

Mr. DOLAN: No. They do not do anything.

Hon. Mr. MACARTHUR: In our province they do.

Mr. DOLAN: I will give you some figures with respect to that in regard to Maine.

Hon. Mr. HOCKEN: Were there any of these various tourist organizations in operation before the Government commenced?

Mr. DOLAN: Yes. In the city of Saint John we had what was known as the New Brunswick Tourist Association. In 1927 the Government of the province decided that the tourist industry was one that should be controlled, operated and directed by the state, and they amalgamated the activities of this Bureau into the New Brunswick Government Bureau of Information and Tourist Travel. I think the wisdom of that move has been amply proved in the last six or seven years. In fact, the people of Saint John are more enthusiastic over this than they were over their own organization.

Hon. Mr. BUCHANAN: What was your total appropriation?

Mr. DOLAN: I will come to that, Senator. Last year we witnessed in New Brunswick an increased traffic from Central Canada. Indeed, I think it was that traffic that made it possible for our province to show only a very slight decrease in traffic compared to that of 1932. I think I can say with some definite assurance that from year to year there has been an increasing trend from Central Canada—Ontario and Quebec—to the Maritime Provinces.

We have endeavoured, too, to bring into the province of New Brunswick representative rod and gun editors of the United States. These men have come to us, and we have placed them on our trout and salmon streams, and they have returned and written very flattering articles on our angling resources. I think it will be agreed that New Brunswick has received more free publicity of its angling resources than has any other province. This is so, I think, because we have adopted the idea of personal contact with nationally known writers, such as Arthur Train, who, on several occasions has brought his celebrated legal character, Ephraim Tutt, to New Brunswick in his stories. We brought Arthur Train to New Brunswick—

Hon. Mr. BUCHANAN: You say you brought him. Do you pay their expenses?

Mr. DOLAN: We give them a complimentary licence, and make certain arrangements with our guides and outfitters.

Hon. Mr. MACARTHUR: The poor Englishman always suffers in those stories.

Mr. DOLAN: You must remember that we are getting ninety-five or ninety-eight per cent of our traffic from the United States, and if you are going to be successful in attracting people, you have to be flattering to them. Whether you like it or not you have to put your pride in your pocket. I say that we could never possibly have got that publicity with the financial resources at our command if we had to pay for the space in lineage in the newspapers.

The CHAIRMAN: But the advertising you did was helpful.

Mr. DOLAN: Oh, undoubtedly. In other words, it is a very poor publicity organization that does not realize that the pay cheque goes to the writer by reason of the revenue that comes to the advertising department of the publication.

We have also established contacts with other writers and have used space in such publications as the Sportsman, Fishing and Hunting, the National Sportsman, and Field and Stream, and have found that sporting media exceptionally productive. I am one person who believes there is no better advertising than newspaper advertising.

The CHAIRMAN: The majority of the Committee will agree with you.

Mr. DOLAN: Judging from the comments this morning, I think that is a very popular assertion.

The total expenditures of the Bureau in the last five years are as follows: in 1929, \$39,752.26; 1930, \$37,665.07; 1931, \$58,421.25; 1932, \$34,721.37; 1933, \$27,506.86, and our appropriation for this year is \$28,500.

These are the total figures for our expenditures in departmental services, including salaries of staff, printing and distribution of tourist literature, the operation of one branch bureau at St. Stephen, and our advertising commitments.

New Brunswick spends less money per capita on its tourist industry than any province in Canada, or any state in the Union.

I want for just a moment to draw your attention to what the State of Maine has done in the development of its tourist traffic. I shall read this:

There was an original appropriation of \$25,000 for the Maine Publicity Commission, and this was raised to \$75,000 in 1931. It was reduced in 1933 to \$50,000. A movement, however, has recently been started by the Maine Hotel Association to ask the next session of the Legislature to appropriate \$250,000 for the promotion and development of Maine's tourist industry. That movement has the support of state senators and representatives, and will come before the next Legislature, which convenes in 1935. It has been fourteen years since the State Maine Publicity Bureau was established, and in the year 1922 the total amount raised by private subscription for the cause of Maine publicity was \$29,570. This was increased to \$35,842 in 1923; to \$36,458 in 1925; to \$37,552 in 1926. For three years the Maine Publicity Bureau functioned without any official recognition by the State of Maine itself. Its funds were all raised privately, and it expended its money under the direction of its officers for the common good of Maine's summer business. In the fall of 1925, Ralph O. Brewster, as Governor, suggested as a general policy that the Maine Publicity Bureau should continue exactly as it had and form one part of a tripartite plan which would include the State of Maine itself as one of three elements and the towns and cities as a third element. This plan was developed, and since 1925 Maine has become the model for other States to follow. The plan adopted at that time has, so Maine claims, not been improved upon by any State in the Union. It specifically allocated the preparation of booklets, maps, etc. to the state itself by the direction of the Governor-in-Council. It specifically allocated advertising to towns and cities combined. It left to the Maine publicity Bureau the duties of a clearing house and information bureau; a medium for the answering of all inquiries; an expert organization for designing, preparing and placing advertising copy, the expenses of this State of Maine Publicity Bureau to be paid from all funds raised by itself by private subscription from all sources.

Cities and towns entered into this proposal with a zest and enthusiasm that may be shown by the fact that Portland itself contributed \$10,000 to the general fund, and that sums varying from \$500 to \$1,000 were made to the Maine Development Association which itself spent approximately \$30,000.

Another result of this organization for the development and promotion of Maine's recreational resources was the fact that a new spirit was aroused in the State of Maine. Maine began to take herself seriously so far as development was concerned and the leaven of the Publicity Bureau strayed into every nook and hamlet of the State. It assisted in the work of good roads. It aroused a spirit of rivalry in the beautification of towns; it improved wayside, inns and taverns; it started research work for the State, and is responsible for the inauguration of an economic survey of Maine. It has been largely responsible for the construction of nearly a billion dollars worth of new industry. Because of the activity of this Publicity Organization, enormous land developments have been carried through, and millions of dollars have been added to the non-resident tax valuation wholly on the summer homes in the State.

The CHAIRMAN: During how many years?

Mr. DOLAN: Fourteen years. I have some knowledge of Maine because of our proximity to that State. It is really an eye-opener for Canadians to go into the State of Maine and see the development which has taken place there. I think Mr. Campbell, of the National Parks Branch, has visited Maine. It is really remarkable how the people have developed their seaside resorts, their cabins and inns, together with what I may call their swanky or de luxe resorts. It is an object lesson to the Maritime Provinces to see what they have done.

Hon. Mr. BUCHANAN: What population has the State of Maine.

Mr. DOLAN: I think the population of the New England States is about 8,500,000. I imagine the State of Maine has a population of between 850,000 and 1,000,000.

This Committee is aware of the fact that fourteen years ago Maine was lagging in the march of economic progress in the United States. I think it is safe to say that as the result of the activities of its tourist development organization Maine became a much more prosperous State and built a new economic wealth on its tourist attractions, an economic wealth it had lost as the result of the failure of some of its industries and the removal of other industrial plants and organizations to more populous centers in the Republic.

It has been generally estimated that the tourist business of Maine is worth \$100,000,000 annually to that State.

What Maine has done in the development of its tourist attractions can be done by the Dominion of Canada even on a greater scale. We, in Canada, have every element necessary for the development of the tourist business. If a touring area is able to offer a bracing and invigorating climate, a variety of terrain, an inspiring panorama of mountain, lake and sea-shore and a section of the world hallowed in historic memories, which, at the same time, is adjacent to large centers of population, then surely Canada is qualified on all of these counts. This country has a remarkable climate, and I certainly speak for New Brunswick when I say that there is no section of Canada with a more delightful summer climate than my own province.

The CHAIRMAN: Include the Maritimes, please.

Mr. DOLAN: Yes, Nova Scotia and Prince Edward Island. We have there, mountain, lake and sea-shore resorts; trout and salmon streams; beaches, where warm water bathing is the rule rather than the exception; and surely a portion of Canada that is rich in historic lore. In other words, we have every natural asset for tourist development and we have them in abundance.

Hon. Mr. HOCKEN: What is the population of the Maritime Provinces?

Mr. DOLAN: About 1,000,000 people.

Hon. Mr. MACARTHUR: Nova Scotia has 512,000, Prince Edward Island 88,000 and New Brunswick 408,000.

Mr. DOLAN: There are more people of Maritime birth and their relations in the State of Massachusetts than there are in any one of our provinces, something like 780,000 Maritimers. There are more citizens in the city of Lynn of Maritime birth than in any similar section in the Maritime Provinces.

Hon. Mr. HOCKEN: That is a pretty good crowd to cater to.

Mr. DOLAN: Yes.

Hon. Mr. HOCKEN: Do they come back?

Mr. DOLAN: Yes.

Hon. Mr. GREEN: What have you done, Mr. Dolan, in the way of providing suitable accommodation for tourists?

Mr. DOLAN: We have improved our accommodation in the Maritime Provinces one hundred per cent in the last five years. We have established very fine hotels in Nova Scotia and New Brunswick. We have also a superior class of cabin accommodation which is very popular with a tremendous number of tourists. We have small summer hotels at Shediac and other places, and, generally speaking, I would say there has been a remarkable improvement in accommodation of that kind.

Hon. Mr. GREEN: Do you stress that in your advertising?

Mr. DOLAN: Yes, I am going to give each member of the Committee a complete set of all the literature issued by the Province of New Brunswick.

Hon. Mr. HOCKEN: Have you improved your roads lately?

Mr. DOLAN: Remarkably.

Hon. Mr. HOCKEN: I have heard people from Ontario say the roads are not very good there; they are mostly gravel.

Hon. Mr. MACARTHUR: The gravel is put on too loose sometimes.

Mr. DOLAN: Perhaps our dust is not as nice as it should be, but from the standpoint of gravel highways the Province of New Brunswick has the finest highways of the kind in the Dominion. Our secondary highways are better than some I have seen in your own Province of Ontario, Senator Hocken.

The tourist of to-day demands good roads and he particularly abominates annoyances interfering with his progress. The good roads program of my own province, and indeed of the other provinces of Canada, has been one great asset to improve the tourist traffic of New Brunswick and the Dominion.

I have spoken about the replies we have received with regard to our tourist attractions. I may say that ninety-eight per cent of the tourists who replied to our questionnaire made reference to the roads of our province. Most of them praised the roads.

Hon. Mr. HOCKEN: Their comments were favourable?

Mr. DOLAN: Yes, some of them were most complimentary, particularly those from our American tourists, and even some from Ontario.

Hon. Mr. MACARTHUR: I have eight or ten complaints here, one refers to loose gravel and the others to dust.

Mr. DOLAN: There are complaints, as well, I grant you, but I say the complaints are very small in comparison to the complimentary comments.

Hon. Mr. HOCKEN: People who come from the United States are accustomed to very fine roads.

Mr. DOLAN: Yes, to hard-surfaced highways.

Hon. Mr. HOCKEN: And also tourists from Quebec and Ontario are accustomed to good roads.

Mr. DOLAN: Yes, I candidly confess that if we ever hard-surface the highways of the Maritime Provinces we shall increase our tourist industry to such an extent that we shall not have accommodation to take care of it. That is one of our weaknesses. But our roads are not as travelled by such heavy traffic as you will find in the provinces you have mentioned, Senator Hocken.

Hon. Mr. BUCHANAN: This may have no relation to what we are investigating, but do you allocate your gasoline and automobile revenue to the highways, or to a general fund?

Mr. DOLAN: There is a special fund to take care of highway expenditure.

Hon. Mr. BUCHANAN: It goes into that special fund entirely?

Mr. DOLAN: Yes, it is allocated especially for that purpose. New Brunswick in one year spent \$8,000,000 in improving its highways.

Hon. Mr. BUCHANAN: But they use all that revenue for that purpose?

Mr. DOLAN: It is ear-marked.

Hon. Mr. MACARTHUR: It is ear-marked in all the provinces.

Mr. DOLAN: I do not think any portion of the Dominion can hope to make any progress in the tourist industry without a good roads policy. Good roads are a fundamental necessity for tourists in this or any other country. The replies to these cards show that. There is more comment in regard to roads than there is to anything else. True, there is also a very generous response by those who speak in praise of our scenery. Our historic spots also brought a great deal of commendation and certainly a considerable amount of attention from the tourists.

Within the last few months I have been frequently asked—as I suppose members of this Committee have been—as to what will be the effect upon the tourist industry of Canada of the repeal of the Eighteenth Amendment by the United States. Without any qualification, I may say that so far as New Brunswick is concerned we do not anticipate any adverse effect whatever. I

will tell you why. In all the advertising that New Brunswick has carried on in the United States publications no reference whatever has been made to the fact that we had government control of the sale of liquor. We kept that entirely out of our advertising. We have trusted to other features and other attractions, which we have found much more effectual than talking about liquor.

Hon. Mr. MACARTHUR: If you had prohibition would you not think you would be affected detrimentally?

Mr. DOLAN: Possibly we would, Senator, but I think you will agree with me that at no time in the last ten years has there been any less liquor in the United States than there has been in Canada. In fact on my visits to the New England States I have found there has been more liquor there than at home.

Hon. Mr. BUCHANAN: But it has not been so good.

Mr. DOLAN: It is very much worse, I grant you that.

Well, Senator MacArthur, it is a strange thing, but in all those replies on the cards there is only one man who made any reference to liquor, and he was a resident of the State of Maine.

The CHAIRMAN: You are not a prohibitionist, are you, Mr. Dolan?

Mr. DOLAN: No sir.

Hon. Mr. MACARTHUR: We in Prince Edward Island have the only dry province in Canada and that fact hurts us.

Mr. DOLAN: Well, I never went dry in Charlottetown, Senator.

Hon. Mr. MACARTHUR: Nor in Summerside?

Mr. DOLAN: No, nor in Summerside. Among all the replies on these cards, there is only one reference to liquor, as I say. One man commented upon our very good roads and handy liquor stores. I think the evidence is pretty strong that the Americans who visited us did not come with the idea of getting drunk.

Mr. Longstreth made a reference to a matter which I am going to touch upon briefly. He said he thought the tourists were not receiving as much hospitality as we would like them to. I believe that nothing has been a stronger attraction to tourists than the hospitality of New Brunswick and other parts of Canada. In fact, we have letters by the hundreds to support that view. Practically everyone who comes to the Maritimes tells us of the warm welcome they have received.

Hon. Mr. HOCKEN: Is that spontaneous?

Mr. DOLAN: I think it is inherent.

Hon. Mr. HOCKEN: Is it encouraged by you?

Mr. DOLAN: Yes, sir. And it is a very simple matter to encourage it. You have been in the Maritimes, Senator Hocken, and you know the hospitality of the people.

Hon. Mr. MACARTHUR: Have you not heard a great many complaints about Immigration officials being discourteous?

Mr. DOLAN: No sir, I have not.

Hon. Mr. MACARTHUR: We hear a lot of them. Do you not think that there is some valuable work that this Committee can do, with a view to ensuring that these officials always act tactfully and courteously? There is a judge's daughter, who is right in the building now, who has told me a story of extreme discourtesy on the part of officials.

Mr. DOLAN: I want to tell you a little incident to give you an idea of the courteous treatment that our Customs officers give to tourists along the New Brunswick border. I had the pleasure of having for a few days stay in Fredericton the three sons of the President of the United States. They had with them young Archer Shea, son of Archer Shea who had been M.P. for a London borough. Young Shea lost his passport, and I called the Customs officer at St.

Stephen, told him that the boys might be having a joke on Shea, and gave him my assurance that everything would be all right if he saw that Shea got through. A few weeks afterwards when I was in Boston I met young James Roosevelt, one of the President's sons, and he told me "You have wonderful Customs officials at St. Stephen. We got through very nicely there. We went over to Calais in our car, and the first thing we heard from the officer there was, 'Pull up at the side and let us look you over.' And I could not refrain from saying to the boys, 'Well, we are back in the United States.'" It is rather strange that it should be a son of the President of the United States who told me that story. I can assure you that our Customs officers in New Brunswick are and have been very courteous and efficient. They are doing a wonderful work to make the tourist welcome in the province. I am glad that Mr. Longstreth brought the matter up. I think that the continuance of hospitality on the part of our people to those who come to spend a vacation with us is perhaps one of the most important assets we have in attracting more and more visitors to this Dominion for a vacation.

I am pleased to note that it is now becoming apparent to the Government of Canada that an intelligent program of tourist development is essential to the future economic welfare of this country. I said at the beginning that great credit is due to those agencies, whether Dominion, provincial, municipal or private, who have contributed to the past expansion of the tourist trade. With limited resources, little opportunity for co-operation and no direct federal aid, within a space of seven years they succeeded in tripling the value of the industry.

The falling off in the value of this trade since 1929 must not, however, be regarded lightly, and special efforts to rebuild this industry are essential at this time. The necessity for making these efforts now arises from the effect of tourist expenditures upon the Dominion's balance of trade, the three most important considerations being:

1. Prices, particularly of such commodities as form the large bulk of Canada's exports, have fallen drastically, while interest payments due abroad have declined little. There are few grounds for anticipating a marked reversal in this situation in the near future.

2. Various factors over which the Dominion has no control have resulted in reducing the value of Canadian exports to the United States from \$515,000,000 in the fiscal year 1930 to \$143,000,000 in 1933. Greater Empire trade has meant a consequent reduction in Canadian imports from the United States, but this has not overcome the falling off in exports and the consequent considerable unfavourable balance.

3. The still apparent tendency to heighten tariff walls and impose quotas is continuing to dampen the enthusiasm of exporters, making the volume of exports a matter of extreme uncertainty for the next few years. Canada's export quota of 200,000,000 bushels of wheat will mean a value of only \$138,000,000 for the present crop year, if the average value per bushel exported of 69 cents for the first eight months is maintained for the last four months also, and already rumours of a reduction in this quota are current. In 1928 the value of wheat exports was \$434,000,000.

It should, of course, be recognized that other reasons previously advanced for encouraging the movement of tourists still exists, in particular in that thereby the knowledge of Canadian products and an interest in Canadian development are promoted beyond our own boundaries. Furthermore, the present condition of the civilized world is such that an understanding of, and a sympathetic viewpoint towards, other nations' habits and aspirations are more essential than ever before. That these objects can only be properly attained by direct, personal contact, has long been recognized.

As over 90 per cent of tourist revenue comes from citizens of the United States, it is only natural that first consideration should be given to the development of business from this source. We are fortunate that at this time, when the necessity is so great, there is a strong likelihood of the seed falling on fertile ground. The chief reasons for this are:

1. There is no doubt that the low numbers and meagre purchases of tourists in 1933 were largely due to psychological causes. The temper and outlook of the American people are vastly different to-day from what they were twelve months ago. The removal of acute economic fear is certain to revive that "wanderlust" which was formerly so conspicuous a trait of the United States citizen.

2. Unsettled conditions in Europe, however, are likely to deter many Americans from crossing the ocean this year.

3. The fall in the exchange value of the dollar will prevent many in the middle income brackets from venturing to those countries still on the gold standard or even where exchange rates are based on sterling.

4. The recent change in legislation in the United States will not alter the situation to any extent. Enquiries in the Border Cities conducted four years ago showed that less than 2 per cent of those crossing the border were prompted by a desire for Canadian liquor. Our experience in New Brunswick has already been described.

Now, what are the encouraging features for 1934? I may tell you that right in my own province to-day there are more non-resident anglers fishing for spring salmon than has been the case in the last ten years. There are more inquiries, by twenty-five per cent, in my office in Fredericton—bona fide, good inquiries—than there were a year ago.

Hon. Mr. BUCHANAN: From the United States?

Mr. DOLAN: From the United States and from Central Canada. There is no lack of evidence that this situation has been realized. The Florida hotels this winter experienced the greatest season in their history, chiefly due to the numbers and prodigality of wealthy persons who usually spend their winters abroad. The American Hotel Association has statistics showing that tourists spent an average of \$7,000,000 a day in the State of Florida, or a total of about \$200,000,000. There is an old tourist adage which says, "As the South goes in the winter, so will the North go in the summer." I hope it will be borne out this year.

Similarly in Canada, although Atlantic bookings are higher than last year, reservations for Canadian summer resorts and inquiries for transportation rates from United States citizens are far higher in quantity than twelve months ago. Efforts to attract the tourist have been and are being carried on by the Dominion Government, the provincial governments, and institutions representing both local and national interests, such as convention bureaus, and chambers of commerce.

I am going to give just a brief description of these—or perhaps I could file it.

The CHAIRMAN: I believe you had better file it.

Mr. DOLAN: I have listed the national organizations. The Dominion Government has regarded the promotion of the tourist industry as primarily a provincial and local matter.

The CHAIRMAN: Do you agree with that?

Mr. DOLAN: No, I do not.

The CHAIRMAN: You might elaborate on that.

Mr. DOLAN: I think I do in my conclusion.

Consequently the Federal Government, I think, has not made strenuous efforts to centralize or to co-ordinate the promotional efforts of either the pro-

vincial governments or private interests. Various departments, however, have been active in contributing to the up-building of the trade.

Although the Bureau of the Department of the Department of Interior, National Parks Branch, has not been officially charged with the promotion of tourist trade, it has continued the policy of its predecessor, the Natural Resources Intelligence Service, in publishing a large volume of maps, blueprints, fishing and sporting information, as well as summer resort information. The Bureau further answers a large number of individual inquiries and outlines fishing and hunting trips, and prepares and loans a large number of motion picture films. From time to time it places men on the roads in contact with tourists to obtain their ideas and generally to study their requirements. In such ways the Bureau has not only taken important steps to encourage to promote tourist trade, but also to provide information for the benefit of tourists.

You know what the Dominion Bureau of Statistics have done in the last eight years in the matter of their reports. I have with me their reports, which are, as I think Mr. Longstreth said, very thorough and complete, and a credit to this country, as is the official in charge, I think, Dr. Coats.

Then the Departments of National Revenue and Immigration have made valuable attempts to facilitate tourist traffic by insisting upon adequate and courteous border examiners. The Dominion Government has provided material aid to highway construction in Canada. I think the sum of over \$20,000,000 has been paid to the provinces for this purpose.

Then there are the C.P.R. and the C.N.R. hotels. Each of these large institutions has devoted considerable sums of money and effort to the solicitation and promotion of tourist and convention activities. Each publishes a large volume of literature, and each promotes its traffic by means of a considerable volume of newspaper and magazine advertising. During the last two years the railways have had to curtail their efforts to a very considerable extent, and that has had an effect on their tourist traffic of the whole country. Their advertising commitments have been reduced to a minimum, and their other activities have been very considerably reduced.

Hon. Mr. BUCHANAN: Ordinarily, what would the advertising for St. Andrews contribute to the tourist traffic in New Brunswick? Would it bring a large number of people into the province?

Mr. DOLAN: Oh, it would, because while it is advertising St. Andrews, it is at the same time advertising New Brunswick, and for the most part it appears in the class magazines, such as the *Spur*, and *Time*, and magazines of a character such as are usually found on the library tables of exclusive clubs. Any such advertising programme must of necessity help the province. It is an old advertising adage "I don't care what you say about me so long as you spell my name correctly."

The promotional activities of the railway companies have been backed up by the development of tourist attractions. First-class urban hotels, luxurious resort hotels, smaller resort hotels, and comfortable bungalow camps have been provided.

Then there is the Canadian Association of Tourist and Publicity Bureaus. This is a non-political, non-commercial, national organization which was formed in 1929. Its membership is made up of the chief tourist and publicity bureaus of Canada, and its main purpose is the exchange of ideas and experiences, and the obtaining of united action wherever it is desirable. I happen to be a member of the executive of that organization, of which Mr. Theodore Morgan is Chairman. You will be hearing from him; I need say nothing about it.

Hon. Mr. HOCKEN: They have annual conventions?

Mr. DOLAN: Yes. The last was in Quebec.

Then there are other organizations of national scope that have become tourist conscious, such as the oil companies, and the banks. Every month I send reports to four of the large banks, telling them of our activities. •

Then each of the provincial governments has built up an organization for the development and promotion of tourist traffic, though in many cases these offices have other functions of industry, and general publicity as well. Sometimes the activities of several departments are concerned with tourists. That their efforts have met with success is apparent from the tremendous growth of the tourist traffic.

The provincial departments have fostered the tourist trade by the publication of maps and pamphlets on the points of interest and historical background in their provinces, and they also have provided fishing and sporting information.

This work is very essential, and must be maintained. Unfortunately, it takes such a large proportion of the total appropriation for tourist promotion that only a small part of the funds remain for direct advertising.

Then there are non-government organizations of provincial scope, such as the Motor League, Associated Boards of Trade, and provincial Associations of Tourist Bureaus. These have spent considerable sums in the provinces in the promotion of tourist travel.

Then there are a number of bodies representing a definite tourist region, developed to attract tourists to their particular area—such as the Blue Water Highway Association, the Trent Valley Highways Association, the Georgian Bay Tourist Association, the No. 3 Highway Association, the Vancouver Island Publicity Bureau and the Puget Sound and British Columbians Associated.

Then there are local or municipal associations or organizations connected with the municipal government, local chambers of commerce, local motor clubs, and hotel and merchant groups. In a very few instances municipal governments have subsidized tourist organizations to a limited extent. These organizations were built up not so much for the promotion of tourist traffic to Canada as to attract tourists and conventions to their particular cities. Every Chamber of Commerce and Board of Trade is actively interested in this work. Motor clubs also have fostered conventions to a large degree. In Toronto and Montreal hotel and merchant groups work not only on their own account, but through various motor clubs. The work of these scattered and disorganized associations and groups varies in nature and degree from place to place.

As to the weakness in the various promotional activities in Canada, it is recognized that, due to the fact that the efforts of the past have not been centralized or co-ordinated, there has been a great deal of overlapping in the work done. Some of it is unavoidable, but a great deal of it is unnecessary and wasteful. There has been no definite general policy to promote tourist traffic for Canada as a whole. The local and provincial organizations have done much to further their sectional interests, but it can hardly be denied that federal aid, preferably both in the matter of co-ordination and funds, would result in far more effective encouragement. Sectional organizations have neither the time, the money nor the staff to make a proper study of tourist psychology; that is, to find out what he wants, what he is most interested in, and what are his habits. Hence, in spite of the successful work carried on by those organizations listed above, the guidance of a central body to coordinate the work and eliminate overlapping of effort would result in much more effective utilization of funds.

There is tremendous competition for this tourist industry. No country offers a potential volume of tourist traffic, either in numbers or in dollar expenditure, greater than the United States. What are other countries doing to obtain their share of this business? Through centralized bureaux all the major nations of Europe and the Orient are stressing the appeal to visit their countries. Great Britain, France, Italy, Russia and Sweden are sending forth a stream of intelligent and well-directed propaganda, urging the United States citizen to

visit their shores. Japan has now joined in the chorus. The centralized promotional stream from each country is swelled by contributions from special interests, such as railways and steamship companies. As a proof, may I draw your attention to any resort or travel magazine—indeed to any national periodical or newspaper in the United States. Therein you will see concrete and voluminous evidence of what other countries are doing to obtain their share.

I could send out now to your library and bring in half a dozen national magazines and point out to you pages that are filled with advertising.

Senator Hocken asked Mr. Longstreth in regard to France. France has a Minister of Tourism. The French consider the industry so important that they make a portfolio for a man to direct the business.

Russia is also actively engaged in attempting to attract tourists. The Russian Government have offices in Boston and New York.

Supporting all this lineage, each of these interests publish the usual pamphlets and other promotional literature.

Over and above the promotional efforts of these countries, every state in the Union is loudly clamouring for a share of this business. Chief among them are Maine, Florida and California. Not only do the States endeavour to keep their citizens within their territorial bounds, but the railways and other transportation agencies are spending hundreds of thousands of dollars annually to achieve the same end. Even millions of railways box cars urge "See America First."

All of these interests, whether American or foreign, are able to place a tremendous volume of advertising and put out an enormous amount of promotional material. Their efforts are well coordinated and are meeting with signal success.

What is Canada doing to combat this well-directed propaganda? With the 120,000,000 people right at her front door, she is in a better position to take advantage of the situation than any other country. Because of accessibility to accommodate short-term vacationists and because of cheapness due to shorter travelling distances, as well as other causes, Canada can appeal to a larger percentage of this immense population than any other nation in the world. Yet her efforts have been hitherto spasmodic and erratic. We cannot hope to overcome such competition unless a truly Canadian national advertising and publicity campaign is inaugurated and vigorously promoted.

I want to give you one other example—I am afraid I am tiring the Committee.

The CHAIRMAN: Not a bit of it. Your remarks are most comprehensive and interesting.

Mr. DOLAN: You know what newspaper men think of long speeches.

Hon. Mr. HOCKEN: It depends on what there is in them.

Mr. DOLAN: The operation of a New England Council provides striking testimony of centralizing control. This Council of course is concerned with other matters aside from the tourist industry. Through its community development committee it has organized more than 200 local tax payers associations in many communities in New England, has stimulated and guided their activities in local taxation problems. Much of the Council's activity is devoted to increasing the purchasing power of the New England market. Amongst the many ways in which the Council seeks to increase the richness of the New England market is in its recreational development. It has raised and expended approximately \$40,000 annually for the past two years in promoting increased recreational travel to New England from various parts of the United States. This money has been devoted to nation-wide advertising, publicity and merchandising efforts. Statistics show that it has brought literally millions of dollars of new recreational money into New England. The Council researches show

that this money benefits very largely every segment of the business community, not merely the so-called recreational interests. Recreation has now become a major source of the purchasing power of millions of New England people, and particularly is this so in the rural areas. As such, it literally contributes the major share in making New England the rich market upon which the manufacturers and merchants subsist. In promoting the recreational industry the New England Council is putting money in circulation in a way which benefits every industrial and commercial and agricultural interest in New England. The members of that Council are representatives of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut.

Last winter I was privileged to attend a session of the New England Council in Boston, and there I saw and heard representatives of the State of New Hampshire urge upon the Council a promotional program to increase the winter sports activities of that State. I saw there a great unity of purpose, inasmuch as the State of Connecticut, which, of course, cannot have any winter sports at all, united whole-heartedly with the State of New Hampshire and the State of Maine, with the idea of assisting those States to increase their tourist business during the winter months.

I think that same unity of purpose which is so well exemplified by the New England Council might very well be followed by the various provinces of Canada uniting with the Federal Government in the formation of a national plan which would give this dominion a fair and full measure of business, which is offering from the travel-minded people of this Continent.

I want to give this Committee one other experience in a matter of natural publicity and the value that is bound to accrue from such type of newspaper advertising. Last year we in New Brunswick had the privilege and the pleasure of entertaining the President of the United States, Franklin D. Roosevelt, at his summer home in Campobello Island. For more than thirty-two years the Roosevelt family has had a summer home at Campobello, the first one being erected by the President's father, James Roosevelt, and another home being constructed a few years later by the gentleman who now sits in the White House.

It may not be generally known that Campobello Island is owned by a corporation, on whose Board of Directors is the President of the United States. Practically the old system of letting the land to settlers is still in effect, giving the tenants an opportunity to buy as the years pass.

Hon. Mr. HOCKEN: Is that corporation composed entirely of Americans?

Mr. DOLAN: Yes, incorporated under the laws of the province of New Brunswick. In fact the charter was drawn, I think, by the present premier when he was a lawyer in Saint John.

I want to show the Committee some of the clippings which came back to the Bureau of Information and Tourist Travel of newspaper stories written by correspondents of the United States newspapers who followed the President on his summer cruise to New Brunswick. I made a survey of the clippings and found that on one day some eighty-four newspapers, from Maine to California and from the Canadian border to Mexico, carried the story of President Roosevelt's arrival in Campobello. These eighty-four newspapers had a circulation of more than 20,000,000 readers. Many of these newspapers carried photographs, some of them two columns, others four columns, and the rotogravure sections of many of the newspapers in Boston, New York, Philadelphia, Detroit and, in fact, throughout the entire United States, carried pages of pictures of Campobello Island and the President's activities during the several days he spent in the province of New Brunswick. Sound motion pictures were taken, and New Brunswick secured on that occasion alone a publicity the like of which

I doubt was ever given to any one Canadian province at any time in the history of this country.

Hon. Mr. MACARTHUR: Those are all clippings from American newspapers, of course?

Mr. DOLAN: No. My good friend Fred Griffin was down there representing the Toronto Daily Star.

Hon. Mr. MACARTHUR: But they were mostly American correspondents.

Mr. DOLAN: Yes, but the Toronto Star had Mr. Griffin there. He wrote four or five stories.

I mention this because there is an opportunity in Canada to capitalize upon just such incidents as we did in New Brunswick in connection with president Roosevelt. We are this year in Canada to celebrate some historic anniversaries, among them being the landing of Jacques Cartier on Gaspé Peninsula. There is no reason why this great event could not have been capitalized to a great extent if Canada had had in operation a national Tourist Bureau which would have been, for the last year or more, presenting to the readers of the press of the United States and Canada this very fact. It is astonishing the number of people throughout the country who desire to come to Canada because of the glamor and romance of our history.

Hon. Mr. HOCKEN: Is it too late now to do anything?

Mr. DOLAN: It is pretty late in the season to attract travel-minded people from the United States. I agree there with Mr. Longstreth. Most of the people of the United States plan their vacations in the winter time. It is the women of the family who generally decide where you are going to go.

Hon. Mr. HOCKEN: Is there not in the New England States a large number of French-Canadians who would be attracted by the Jacques Cartier celebrations?

Mr. DOLAN: Yes, there are a large number down in the textile towns.

Hon. Mr. HOCKEN: You think it is too late to do anything?

Mr. DOLAN: I do not think that it is too late. Possibly a very active campaign over the radio and in the newspapers—

The CHAIRMAN: A spot campaign?

Mr. DOLAN: A spot campaign, might produce good results at the present time.

Hon. Mr. BUCHANAN: How are these Cartier celebrations being financed?

Mr. DOLAN: I think the Federal Government is making a contribution. At the time of the Provincial Premiers' Conference, I understand, Premier Taschereau desired to have the Federal Government co-operate. My argument is that if we had had a central federal organization in Ottawa, that would have been one of the promotional plans that they would have proceeded with this year, and we could have aroused—or, to use the language of the street, we could have pepped up—a great enthusiasm for the Jacques Cartier celebrations. Perhaps it is not generally recognized that the romance and glamour of our history make a very strong appeal to tourists from the United States. It may be news to honourable members of the Committee to know that there is coming into the Maritime Provinces this year what is known as the Ohio Farmers' party, consisting of some 200 hundred farmers from the middle western states, who will tour the farming areas of New Brunswick, Nova Scotia and Prince Edward Island on a special train. It will be their first visit to Maritime Canada, and they are coming because of activities which the railways and we have exerted to bring them here.

Hon. Mr. MACARTHUR: Will they all be farmers?

Mr. DOLAN: Yes sir.

Hon. Mr. MACARTHUR: You watch their report!

Mr. DOLAN: Well, I am not so much concerned in my job with the report, I am only concerned with getting them here. It is up to the country if conditions are unfavourable.

We have compiled the outstanding past events of our province in a booklet entitled "Historical Guide to New Brunswick." It was prepared for us by Dr. Webster of Shediac. The demands for it have increased year after year, and it is astonishing how many people have written for additional copies and further information.

The direction of travel advertising stressing the advantages of Canada as a holiday resort can best be done by the Dominion Government, or by a committee representing federal and provincial interests. Only such central authority or direction can ensure that the campaign is carried on in such a way as to give every province in the Dominion an equal opportunity of sharing in the business. The central agency should make sure that a sufficiently strong and direct attack be made upon the prospective visitor at his base—his own home. It should supply him with an imaginative and convincing argument as to why he would be well advised to cross his northern boundary. To be effective such an appeal should be fully as widespread as those now being made by competing countries.

In addition the Dominion Government, whether working through a central agency or on its own account, should arrange the co-ordination of the individual promotional activities of the provinces, municipalities and other sectional or private interests. By this means alone can the fullest utilization of funds and effort be made.

Apart from possibly appointing the personnel for the central agency, the Dominion Government might instruct its immigration and commercial offices in other countries to take a more active part in encouraging tourist business. It could do much to stress the necessity of welcoming the tourist, once he has crossed the border, and of showing him that Canadians are pleased to see him visiting their country and are anxious to offer him a pleasant vacation.

Furthermore, the Federal authorities can do much to ensure that the tourist gets a square deal during his stay in Canada.

Hon. Mr. HOCKEN: Hear, hear.

Mr. DOLAN: Obviously, the greater amount of merchandise purchased by the tourists, the greater the benefit to the Dominion as a whole. Though tourists are allowed exemption from duties on merchandise brought back by them up to one hundred dollars, the maximum per capita purchases have hitherto not exceeded four dollars. The possibility of increasing this last figure depends largely upon the extent to which retail merchants set themselves out to encourage the tourist to spend his money at their establishments. The lower duties prevalent in Canada in relation to the higher level of protection on many high-priced articles in the United States, should result in the retail prices of much imported merchandise making it an exceptionally attractive purchase for the tourist.

I want to tell you of a little incident here. For about a week last year I was fishing with Mr. Arthur Race, Managing Director of the Copley Plaza, of Boston. He had caught a salmon on the Restigouche, and he said "I want to send a couple more salmon back to the boys in Boston." We went down to a fisherman who was bringing in his catch, and Mr. Race bought four salmon, which he had boxed, iced and sent to Boston. There was such a demand for this type of salmon, after his friends had eaten them and some of it had been served in the hotel, that during the summer he took two shipments a week of two hundred or three hundred pounds of salmon from that Bathurst fisherman. After paying the duty, and so on, he found that the price was still very reasonable. He has told me on a number of occasions since that he intends to purchase this year far more New Brunswick salmon for a chain of hotels which he and his brother own in Boston and along the coast.

In addition to the ways I have mentioned, there are two other ways in which a centralized national campaign could benefit the Dominion.

In the first place, there is no doubt that a strong campaign in the United Kingdom, under a "See the Empire First" slogan, would have considerable effect. Though in the last few years various parties of school boys and teachers have enjoyed the experience of a vacation in Canada, their numbers have been very limited. The Canadian Pacific Steamships, for instance, advertise their facilities as the quickest and pleasantest way of reaching Australia and the East, while little emphasis is placed on the attractions of staying in Canada and using it as a vacation ground.

Secondly, there is much need for a vigorous "See Canada First" campaign. Though some advertising in the sister provinces is done to attract the Canadian tourist, such an appeal is practically non-existent. With the rapid extension of the network of highways in the last few years, the amount of interprovincial travel has shown a large increase, but the realization should be brought home to a wider number of Canadians that if they live in the central provinces it is just as easy and of greater interest to travel to the Maritime Provinces than it is to Chicago, and that they owe it to their native land to carry this into practice.

I have nearly concluded, Mr. Chairman. You have been very indulgent with me, for I have taken up a lot of time. I do not know of any agency that has done more to create a national spirit and a national consciousness in this Dominion than the tourist industry. I do not want the people in central Canada to think that the traffic is all one way. In recent years there has been a disposition on the part of the people of the Maritimes to visit central Canada in greater numbers than ever before.

Hon. Mr. HOCKEN: We are not sensitive.

Mr. DOLAN: I know that you are not, Senator. You have been too long in public life to be sensitive.

It is my hope that this interchange of ideas, this intermingling of our people, will continue to increase and that by our frequent intercommunication we may learn to know better the aims and aspirations of one another; that we may become more fully cognizant of our respective positions within the scope of national development. Only as we are loyal and devoted citizens of our own province can we hope or expect to appreciate and sympathize with the desires and aspirations of the citizens of communities other than our own. I believe further that if we travel more about this Dominion of Canada we can more truly appreciate our duties and responsibilities and obligations as citizens of this nation we have established on the northern part of this continent. I think we can become the better citizens and the better Canadians the more we meet and mingle with one another.

I hardly think I should say any more, Mr. Chairman. It has been a great pleasure to come before this Committee and discuss a matter which is very interesting to those of us who have been actively identified with it for a number of years. I can only say, in conclusion, that from the comments I have heard and from the newspaper editorials I have read, that the Senate has done nothing in recent years to create a more popular feeling towards that branch of our Parliament than the appointment of this Committee. And I believe that the people of the country will be wholeheartedly behind the Prime Minister in any effort that he and his Government may make to develop an industry of such vital importance to the general economic welfare of the Dominion. I again express my thanks for having been called here and given the opportunity of saying something on behalf of the province of New Brunswick.

Hon. Mr. BUCHANAN: Suppose we had a national tourist policy, would you concentrate all the tourist development in the Federal department or would you simply have a tourist bureau here and a bureau in each of the provinces?

Mr. DOLAN: I would have a central bureau whose main business would be to sell Canada as such to the people of this continent and to Europe, with the provinces making special appeals for their respective areas, as they are doing now. I would like to see that organization established—this is my own view—somewhat similarly to the Radio Commission, but I hope there would not be the same amount of criticism directed towards it. I think it should be an organization headed by a committee representative of various sections of Canada, who would take on themselves the organization of a central bureau which would take over the control of the tourist industry of Canada.

Hon. Mr. BUCHANAN: Would it be under the Federal Government?

Mr. DOLAN: Under Federal jurisdiction, yes.

Hon. Mr. MACARTHUR: Senator Buchanan has asked the question that I had in mind, but I should like to develop it a little further. Suppose the Federal Government would be interested in making a specific grant, would you take that as supplementing your provincial grant, or would you use less in the province on account of the Federal grant?

Mr. DOLAN: I do not see how we could use much less than we are using at the present time.

Hon. Mr. MACARTHUR: Would you expect a little subsidy or grant, or anything? Of course, we have to think federally; we do not want to be accused of thinking parochially and sectionally.

Mr. DOLAN: I hope that this Committee will think federally. I do not think it would be necessary to supplement the grants of the provinces. After all, Senator MacArthur, I think that is pretty much a detail in connection with the organization which would come up after the bureau was established.

Hon. Mr. HOCKEN: Would not the form of organization that you seem to suggest, Mr. Dolan, mean that each province would form a central body co-ordinating all the agencies within that province, and that then the federal authority would attempt to join with them in co-ordinating all the provinces under the federal power?

Mr. DOLAN: To that I would say merely this—and I can speak only for my own province—we could not possibly eliminate our own activities and would have to carry on as we are now, even though the federal organization were formed. But there would be this material benefit. The National Bureau would have vastly more money to spend than we, and would be able to inculcate in the minds of the American people the idea of Canada as a vacation land. Then when those people saw "New Brunswick, Canada," that idea would be associated with New Brunswick.

I have advocated the amalgamation of the tourist bureaus of the three Maritime Provinces, merely because I think we have the same object.

The CHAIRMAN: That is, to sell the Maritimes.

Mr. DOLAN: To sell Maritime Canada.

Hon. Mr. MACARTHUR: You must often have anticipated that, with the intensified development of the tourist traffic, the time would come when it would be ridiculous for the three provinces to be competing.

Mr. DOLAN: Surely.

Hon. Mr. MACARTHUR: We know that people in New Brunswick and Nova Scotia have told tourists "Don't go across to Prince Edward Island; it will take more time, and you will have to pay the ferry charge."

Hon. Mr. BUCHANAN: "And they have prohibition."

Hon. Mr. MACARTHUR: They have used that against us. Prince Edward Island is up against it badly enough. Tourists do not have to be told about the attractions of the land of Evangeline, of St. Andrews-by-the-Sea, or Campo

Bello, and I am going to make the plea for the support of everybody in the other Maritime Provinces towards an effort to have the car ferry charge reduced.

Mr. DOLAN: We would be delighted.

Hon. Mr. MACARTHUR: That is the burden of the brief of the Premier, which is here. There is a complaint on one of your cards about driving on the boat and paying five dollars to go from Saint John to Digby.

The CHAIRMAN: Is there anything further? Senator Green? Senator Buchanan?

Hon. Mr. BUCHANAN: The only point I wanted to bring out was a definite opinion in respect to a national tourist policy. I think we will have to make a recommendation on that. I thought we should get the ideas of the New Brunswick representative as to whether it was to be a centralization of tourist development in the federal power, or simply a co-ordination of the tourist activities of all the provinces in a bureau at Ottawa. I think we should avoid a good deal of overlapping, and I think the strongest appeal to the Dominion would be on the ground of cutting out waste.

Mr. DOLAN: I gave the example of Maine. The State said: "We will take control and co-ordinate the services and develop the tourist industry in Maine as a state activity.

Hon. Mr. BUCHANAN: I am thinking of it from the larger standpoint.

Mr. DOLAN: That could be done.

Hon. Mr. BUCHANAN: For the Dominion.

Mr. DOLAN: That could be done.

Hon. Mr. HOCKEN: In other words, the Dominion should sell Canada.

Mr. DOLAN: Surely.

Hon. Mr. HOCKEN: And the Maritimes should sell the Maritimes; and Ontario, Ontario.

Mr. DOLAN: Surely.

The CHAIRMAN: The parent organization being in Ottawa.

Mr. DOLAN: This federal organization might divide Canada into five zones—a zone for the Maritime Provinces, a zone for Quebec—and I may say a word with reference to Quebec. We have in this country a great French population. Quebec's great appeal is "See the Old World situated in the New." That appeal is a strong one. It is one of the things that has helped Canada—the Old World of Quebec—and the Government of that province has done a great deal, and deserves much credit. It has spent more than any other province to attract tourist traffic, and has been more progressive. I would say that Quebec should be kept in a separate zone. Ontario would be the third zone, the Prairies the fourth zone, and British Columbia the fifth zone.

Hon. Mr. HOCKEN: Each having its own field. Your field would be the New England States.

Mr. DOLAN: That is right.

Hon. Mr. GREEN: I do not think we could at this time recommend that the Dominion Government take over the whole matter. I think the Dominion Government might very well establish a bureau in one of the departments, to, as has been so aptly said here, "Sell Canada." But if we were to recommend that the Dominion Government should interfere with the provinces, or even assist them, I do not think we would be wise.

The CHAIRMAN: We are simply gathering information.

Hon. Mr. MACARTHUR: Do you mean this year? What about next year?

Hon. Mr. GREEN: I do not see how you can eliminate the provinces this year or next year or any other year.

The CHAIRMAN: You cannot.

Hon. Mr. GREEN: They are establishing or trying to establish the particular attractions of their provinces, and if you put that kind of job on the federal authorities—

The CHAIRMAN: It would never be satisfactory.

Hon. Mr. GREEN: It would never be satisfactory.

The CHAIRMAN: Gentlemen, it seems to me it would be very helpful to us in arriving at a decision to have Mr. Dolan amplify his views with regard to establishing a Tourist Bureau in Ottawa. Could you, Mr. Dolan, at your leisure go into that in more detail?

Mr. DOLAN: I think so, Mr. Chairman.

The CHAIRMAN: We should appreciate that very much.

Mr. DOLAN: I have briefly touched upon it here.

The CHAIRMAN: We should like you to go into it in more detail.

Mr. DOLAN: I shall be only too glad to confer with Mr. Theodore Morgan. We have had a conference in Montreal.

The CHAIRMAN: Mr. Dolan, we who have been brought up in the atmosphere of the printing press never accept a situation as being impossible. The majority of this Committee are newspaper men. Are you thoroughly satisfied that nothing worth while can be done this year in the way of publicity work to attract tourists to Canada? Do you admit that it is too late?

Mr. DOLAN: I do not think it is entirely too late. The sooner this question is tackled, and the sooner we get to work on the establishment of a Tourist Bureau to sell the recreational resources of Canada the better. If it can be started this summer or fall so much the better for Canada as a whole. We are going to build for the future. No, sir, I say quite definitely that the sooner we can get to work the better.

Hon. Mr. GREEN: Your idea is that our advertising cannot start too soon, but the results for this season are not going to be very adequate?

Mr. DOLAN: Correct, Senator.

Hon. Mr. HOCKEN: What is the volume of winter tourists?

Mr. DOLAN: Quebec, I believe, is the only section of our country that has made any efforts to promote winter sports. You know, Senator Hocken, I got an eye-opener when I saw how the New England State were going in for winter tourist traffic. Any Sunday morning in the winter time in Boston you will see three or four thousand people leaving the North Station on the Boston and Maine snow trains for New Hampshire, and then you get some possibilities of the trade.

Hon. Mr. BUCHANAN: You must not forget Alberta. Winter sports are advertised at Banff and Jasper.

Mr. DOLAN: I am not familiar with the west, but I know they are doing so in Quebec.

The CHAIRMAN: Getting back to our 1934 program, I am afraid if we wait until late this fall or early next year to start operations a good deal of the present interest in our work will cool off.

Mr. DOLAN: You should do it right away.

The CHAIRMAN: I want to have your view on that.

Mr. DOLAN: That is my own considered view. Senator Green has said we may not get adequate results this year, but certainly we shall get them in 1935.

Hon. Mr. GREEN: We won't lose anything anyway.

Mr. DOLAN: No.

The CHAIRMAN: We cannot get any great results this June or July, but we can accomplish something with a view of securing results in 1935.

Mr. DOLAN: Correct.

Hon. Mr. BUCHANAN: Is not publicity in the winter months most useful to produce results in the following year.

Mr. DOLAN: Quite true, that is when the vacations are really planned.

Hon. Mr. BUCHANAN: It would be really waste of money to advertise now?

Mr. DOLAN: No, I would not say that.

Hon. Mr. BUCHANAN: Don't you think, the bulk of the people have settled pretty well what they are going to do this season?

Mr. DOLAN: It may be the bulk have, but the possibility of changing their minds is worth trying even now, Sir.

Hon. Mr. HOCKEN: Seeing that the women determine the vacations, it is a good argument.

Mr. DOLAN: I am firmly convinced that they do. I know it is true in my own case.

The CHAIRMAN: Mr. Dolan, on behalf of the Committee I desire to express our appreciation of the comprehensive and valuable information you have furnished us this morning. I thank you personally, and I trust you will convey our thanks to Premier Tilley of New Brunswick.

I shall be glad if you can sit in this afternoon when Mr. Morgan is before the Committee.

Mr. DOLAN: I thank you very much, Sir.

The CHAIRMAN: Now, gentlemen, here is a brief from Mr. W. J. P. Mac-Millan, Premier of Prince Edward Island. Senator MacArthur as the Island's representative on this Committee will please present the brief.

Hon. Mr. MACARTHUR: Very good, Mr. Chairman.

To the Honourable the Committee of the Senate of Canada appointed to study the expansion of tourist traffic.

HONOURABLE SIRS,—There is little need of discussing the value to Canada of the tourist traffic. England, France, Germany, Switzerland, Italy and other countries expend large sums every year towards inducing visitors to see their country.

At the same time that the direct benefit of the tourist is of primary benefit to the province that is visited by the tourist, indirectly Canada as a whole derives benefit from such traffic.

Apart from the amount which has hitherto been expended by the Natural Resources Department, no attempts at advertising Canada have been undertaken by the Federal Government.

Canada is a new country, rich in natural resources, in scenery, in beaches, in agricultural land, in manufactures, and it follows that if these different advantages were advertised in other countries and especially in the United States not only would a larger tourist traffic result but capital and desirable settlers would be brought to Canada.

The burden of such advertising has hitherto fallen on the provinces and on the transportation companies and the Canadian Association of Tourist and Publicity Bureaus has for the past three years strongly urged the Dominion to enter the field as well.

A budget of \$5,000,000 to be expended by the Dominion Government over a period of five years would bring results in Canada that would more than justify the expenditure.

Representations along these lines will no doubt be made by the Canadian Association of Tourist and Publicity Bureaus and I need not further labour the point.

As to Prince Edward Island itself, it offers recreational advantages to the tourist not surpassed by any other Province of Canada. Prince Edward Island

however labours under a heavy handicap by reason that it is separated from the mainland by the Straits of Northumberland and in the bridging of this gap to communication we have for some years past, that is since the inauguration of the car ferry service, been at the mercy of The Canadian National Railway.

This Province entered the Confederation on the following solemn terms and promises: "Efficient steam service for the conveyance of mails and passengers to be established and maintained between the Island and the Dominion, winter and summer, thus placing the Island in *continuous communication* with the Intercolonial Railway and the Railway System of Canada".

After the establishment of the car ferry service between Cape Tormentine on the New Brunswick side and Borden on the Prince Edward Island side, this service was handed over for operation to the Canadian National Railway and the cost of such operation became part of the expense of that Division of the said Railway.

The Railway entirely ignored the Confederation contract and has operated this ferry for only six days in the week except during the summer of 1932 when it operated the ferry for three months on Sundays as well.

The charge made for the transfer of motor cars was \$4 single passage or \$7 return, besides a charge of forty cents one way or sixty-five cents return for each passenger, so that a motor car with five passengers paid altogether \$6 for one way passage or \$10.25 for a return passage.

Last year the Island succeeded in having the rate for motor cars reduced to \$3 single passage or \$5 return with the usual fare of 40 cents and 65 cents for each passenger.

The Island also succeeded in having the Dominion assume the expense connected with the operation of the car ferry and this is now a charge on the consolidated revenue of Canada.

It is respectfully submitted that, if Prince Edward Island were separated from the mainland by a mile of water instead of nine miles, the gap would be bridged. Because this cannot be done, those persons from this Province desirous of visiting other parts of Canada or people from other Provinces wishing to come here are subjected to the payment of a fee which is generally regarded as a tax. In effect it is the same as if Prince Edward Island imposed a tax on visitors coming to this Province.

This is a serious handicap to this Province. It is submitted that it affects not only Prince Edward Island but people of other parts of Canada and the United States as well.

The object of the Fathers of Confederation was to break down the custom barriers then in existence between the different Provinces of Canada in order to allow trade to flow freely east to west and west to east, and so no impediment in the way of a tax or toll should be placed on a province that prevents or is an impediment to its people going to other parts of Canada or people of other parts of Canada coming to such province.

It is further submitted that, if a charge is to be made, it should be such as would be readily paid. It has been urged that a fee of \$2 for single passage or \$3 return would be acceptable.

It is further urged that the car ferry "Charlottetown" has accommodation for the transfer of 45 to 50 cars each trip. She now comes over with 25 or 30 cars. A reduction of fare to the amount suggested would be an inducement to hundreds of additional cars to come to Prince Edward Island. It costs no more to operate the ferry with a full compliment of cars than half a load, so that the extra amount received at a lower rate would compensate for the reduction.

It is submitted that as the Dominion now pays for the operation of the ferry—as it has a right to do under the Confederation contract—it is for the Dominion Government and not the Railway to fix the fare and that in justice to visitors from and to the Province this should be done. Canadians should be encouraged and not deterred to visit every part of Canada in order that they

may know each other better and that they may know not only their own but other Provinces.

We therefore sincerely hope that the Senate of Canada, that has shown such initiative and such foresight in recognizing the value of the tourist traffic, will use its good offices towards having this grievance remedied.

We further urge that we are entitled to have our Confederation contract implemented in full by a service seven days in the week instead of six days only. If continuous communication means anything, it means what it says—continuous; that is every day in the week Sunday included.

We are a Province of Canada and, although we are small and our voice and influence weak, we are entitled to the same rights and privileges accorded the larger Provinces and surely the other Provinces will not deny us advantages which they themselves enjoy. They surely will not allow us to suffer handicaps with which they would not put up even for a day.

All of which is respectfully submitted.

Hon. Mr. BUCHANAN: I think, Mr. Chairman, it would be advisable for Mr. Dolan to let us have one of the cards which he produced and mentioned in the course of his presentation this morning.

The CHAIRMAN: It would be very helpful.

(This is a copy of the card furnished by Mr. Dolan.)

EXPENDITURES OF TOURISTS IN NEW BRUNSWICK

Your co-operation in answering the following questions will be appreciated. The information is for the use of this Bureau only and will be used exclusively for the purposes of this organization. Any suggestions made will have our *Special Attention*.

1. How many days did you stay in New Brunswick? Twenty One (21).
2. Approximately how much did your party spend in New Brunswick for all purposes? Total should include gas, oil, repairs, hotels, licences, etc. Total \$1,600.00.
3. How many in party? Four.
4. How many miles did you motor in New Brunswick? 300 miles.
5. Remarks Best vacation land yet found Excellent motor road to Ludlow.

Signature

Street Address

City, Philadelphia: State, Penn.

D. LEO DOLAN, Director,

New Brunswick Government Information Bureau,

P.O. Box 550

Fredericton, N.B., Canada.

The CHAIRMAN: Gentlemen, we are confident of receiving the whole-hearted co-operation of all officials in the various federal departments. At our opening session Mr. Harkin gave us detailed information regarding the work of his department in connection with the tourist industry. Mr. Van Allen, the Assistant Director of Publicity in the Department of Trade and Commerce, also appeared. To-morrow Mr. Chisholm, the Director of Publicity in that department, will attend. We are going to ask Mr. Charlesworth, of the Radio Commission, and the Director of the Canadian Government Motion Picture Bureau to appear at a later date.

I now present a brief from Mr. R. H. Coats, the Dominion Statistician. His department has made a careful study of the tourist industry year after year. Few persons appreciate the splendid work he is doing in informing the members of the Senate and the House of Commons and the public generally of the importance of the tourist industry to this country. I asked him to prepare a brief, which I received from him this morning.

This is the brief:—

May 7, 1934.

ECONOMIC SIGNIFICANCE OF THE TOURIST TRADE FOR CANADA

By R. H. COATS, *Dominion Statistician*

The tourist trade has become an enormous and unique industry. Perhaps no single phenomenon better reflects the new and higher standards of living in the twentieth century than the increased extent to which people are now enjoying the educative and recreational values of travel—especially on this continent, thanks to the enormous vogue of the motor car and the Good Roads movement which has followed the latter.

But it has a special significance for Canada which is sometimes overlooked. Canada, as we all know, is still a “new” country,—half a continent of largely undeveloped territory with a population of only ten millions. Naturally, we have drawn hitherto from outside for the men and the money to enable us to enter into possession of such a patrimony. Canada ranks, therefore,—like the United States before us—among the debtor countries. We have attracted to Canada over six billions of foreign capital. This is not excessive, as against a total national wealth estimated at the same time as around thirty billions. The point is, that we cannot maintain our standing as an attractive field for investment unless our international finances are kept sound, and the latter is well-nigh impossible unless we maintain a suitable flow of exports. A debtor nation must normally have more exports than imports.

This is where the tourist trade gathers importance—and very great importance. It is helping—indeed during recent years it has been perhaps the largest single export factor—in keeping our international balances in a sound condition. A recent writer on the subject, F. W. Ogilvie, Professor of Political Economy in the University of Edinburgh, has dealt succinctly with this general aspect as follows*:

The tourist movement is perhaps the most noteworthy single example of the striking tendency in modern times for consumers, after a point, to devote a large proportion of their total resources to economic services, as distinct from goods;—a tendency which is in part cause and in part effect of the reorientation of business which is taking place in international no less than in domestic trade. The tourist movement, in which this tendency finds some of its expression, has assumed such dimensions in the last decade that the great moving markets of tourists are now an important factor in many of the balances of payments in international trade, and the livelihood of whole towns and districts in many countries.

In the case of Canada the tourist trade represents the economic disposition of our picturesque scenery, our natural facilities for sport, and our enjoyable and healthful climate. When we induce tourists to visit us for the enjoyment of these benefits—charging them appropriately—we in effect establish an export item in our trade balance. Moreover, an unique feature is that in this particular item we are exporting something that will never diminish with time. When we ship our minerals we part with something that we cannot replace, and the same is true, though in less degree, in the case of grain and forest products. But we will never “wear out” the lakes and trails of our Maritime Provinces, the Laurentian Highlands or British Columbia.

In 1929, our best year for tourists, we valued our total tourist trade at \$309,379,000. This has gone down since to \$250,776,000 in 1931 and to \$117,124,000 in 1933, which brings it back to the level of 1922-23; in the earliest

* “The Tourist Movement—An Economic Study”, by F. W. Ogilvie,—P. S. King and Son, London, 1933.

year of the record, 1920, the total was \$83,734,000. Nevertheless, over the five years period ending on December 31, 1933, no other single export approaches these figures. Wheat itself, which previously always stood first among Canadian exports, was far behind in 1929, 1930, 1931 and 1932, and is only slightly ahead in 1933. Newsprint, the king of eastern exports as wheat is the king of western, has latterly fallen far below the export value of the tourist trade. It is true, of course, that Canadians also spent considerably in travelling outside the country, but even at that we have had large favourable balances on tourist traffic alone. With our commodity trade shattered by the collapse in export prices, particularly in the grain trade of recent years (summed up in the statement that our exports of commodities fell from \$1,349,867,000 in 1928 and \$1,182,412,000 in 1929 to \$493,809,000 in 1932 and \$531,749,000 in 1933), we would have been hard pressed indeed in keeping exports up without the tourist trade. Just where the latter stands in our international transactions as a whole may be seen in the annual reports of the Bureau of Statistics on the Canadian Balance of International Payments. Apart from capital movements the tourist trade has furnished the largest favourable balance of all the "invisible" items in the balance sheet. In fact, during the period, 1926 to 1933, even our favourable commodity balances only exceeded the favourable tourist balance in three years, net receipts from tourists ranging from \$60 million in 1933 to \$187 million in 1929. By years the favourable balances were as follows:—

	Million dollars		Million dollars
1926..	102	1930..	179
1927..	130	1931..	174
1928..	168	1932..	155
1929..	188	1933..	66

It is noteworthy that these tourist receipts have gone a long way towards meeting the heavy interest and dividend items payable abroad annually by the Dominion. Figures for net interest and dividend payments abroad are given here for comparison:—

	Million dollars		Million dollars
1926..	169	1930..	185
1927..	170	1931..	181
1928..	166	1932..	192
1929..	171		

The international aspect of the tourist movement is not, of course, the only one, though it commonly attracts the most attention among economists and financiers. Within the country it leads to the consumption of goods and service on a large scale and thus imparts a stimulus to business quite apart from the international repercussion above referred to. Even if Canada had no special reason for increasing exports relatively to imports, the tourist trade is to be encouraged as healthful from an economic standpoint. From a broad, social standpoint, even so long ago as Buckle's History of Civilization, travel and the interchange of visitors with foreign countries was mentioned as among the principal agents which in modern times had lessened the love of war, and had promoted human progress. Though it may be possible in a given instance to develop a country for tourist trade to the disadvantage of other forms of industry, a country with so much room as Canada may regard such a contingency as remote.

Of course the tourist trade is not all "velvet". We have to cater to it just as we have to meet costs in industrial processes generally. Moreover, there is a considerable capital investment involved. The Bureau of Statistics prints an annual report on "The Highways and Motor Vehicles in Canada", which shows that capital expenditures in Canada on provincial and provincially subsidized roads, have ranged annually from \$50,000,000 to \$65,000,000 during the

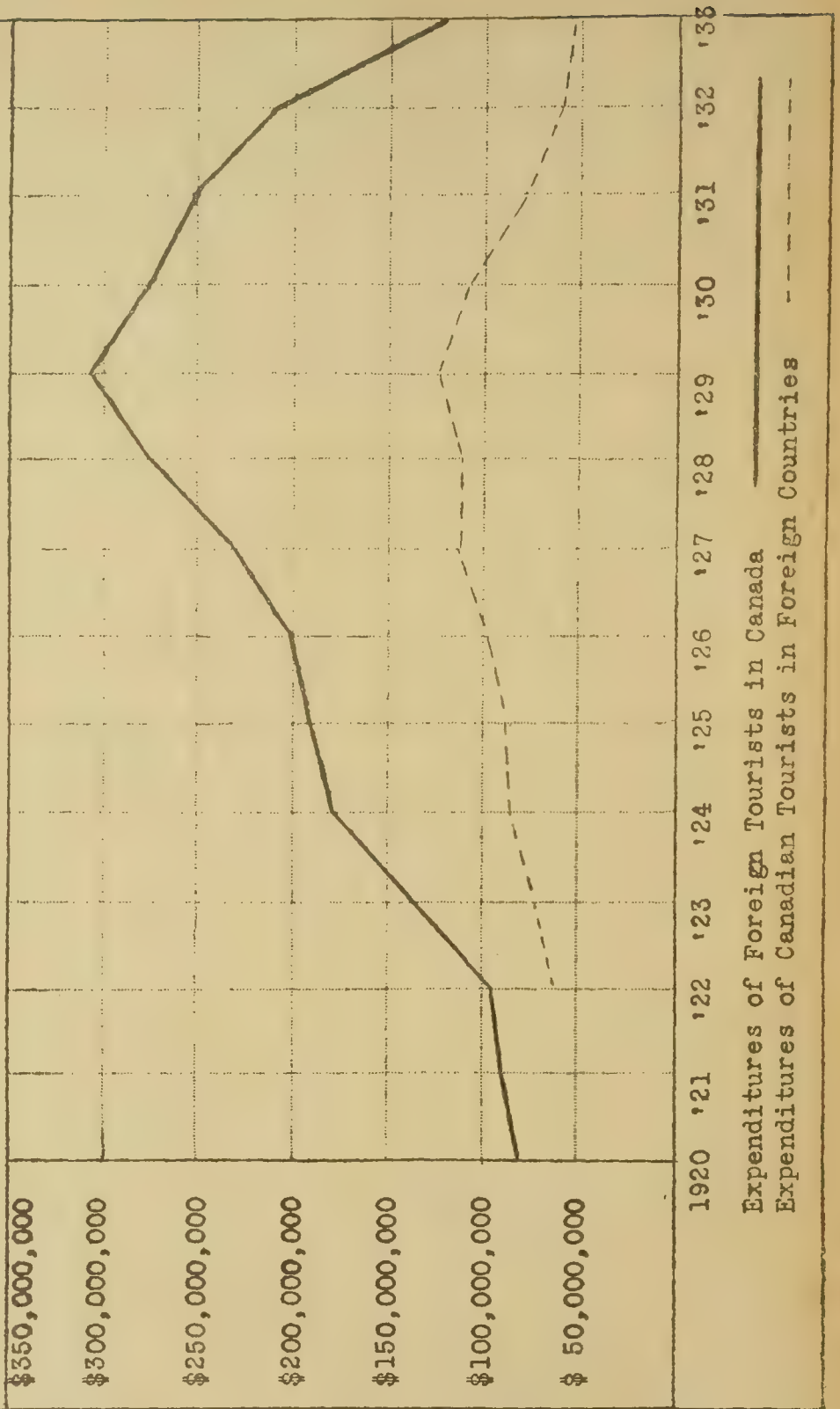
past ten years, while additional expenditures on maintenance have amounted to \$20,000,000. Total Provincial debenture debt on highways, which is about the only authentic figure representative of our capital investment in highways, stood at \$416,810,000 last year, and this figure does not include county, township, or municipal debentures. These roads, of course, are part and parcel of the general transportation facilities of the Dominion, and their utilization by tourists, both foreign and Canadian, is only one of the ends they subserve. It may be pointed out that existing statistics both of highways and of the traffic thereon, particularly the commercial traffic in passengers and freights, is one of the serious omissions in Canadian statistical records. Until this is rectified, we will be unable to measure or appraise the tourist trade of Canada in one of its most important manifestations.

An immediately significant point is the shrinkage shown in our tourist trade since the depression set in. This has been continuous and accelerating, and though the expenditures of Canadians abroad have likewise declined, it has not been at as rapid a rate. Last year the favourable balance amounted to \$66,264,000, or a decline of \$121,470,000 from the peak year 1929. The story in this respect is told very clearly in the annexed chart. In the Bureau of Statistics' annual report on the tourist trade for 1933 the following references to the decline and its causes were made:—

The average expenditure of tourists in each of the three permit classes dropped sharply. Some general factors contributing to this result have already been mentioned—the low level of economic activity, the contraction of incomes, the repeal of prohibition in the United States, and the prevalent “depression” psychology which resulted in an abnormal tendency to cut holiday expenditures to the bone. . . .

It is reasonable to believe that the above condition is only temporary and that a great increase in tourist travel will accompany the next cycle of prosperity. The present is, then, a good time to take stock of this industry which has great potentialities. Intensive study and wise planning are necessary to control its many ramifications to eradicate undesirable efforts to capitalize it before they become too strongly entrenched and to encourage its future development along sound lines. Canada's tourist business is a national asset worthy of the most intelligent cultivation.

TOURIST EXPENDITURES, 1920 - 1933.



The Committee adjourned until 3.30 p.m.

The Committee resumed at 3.30 p.m.

The CHAIRMAN: Gentlemen, we welcome here this afternoon Mr. Theodore G. Morgan, Chairman of the Executive of the Canadian Association of Tourist and Publicity Bureaus, President of the Montreal Tourist and Convention Bureau, and a distinguished Canadian, who takes a deep interest in the tourist business and has been one of the most constructive forces in Canada in developing that business. Mr. Morgan came up from Montreal this afternoon, and has offered his co-operation and that of his associates in advancing the interests of this Committee. We welcome him this afternoon.

Mr. MORGAN: Mr. Chairman and honourable members of the Committee, let me first congratulate the honourable members of the Senate for their interest in this question of tourist development, and allow me to thank the Committee for this opportunity of placing briefly before it our views with respect to it.

As your Chairman has just said, I am here to-day solely as Chairman of the Executive Committee of the Canadian Association of Tourist and Publicity Bureaus. This is a non-commercial organization, operating under a federal charter. It was organized for mutual interest, to disseminate information with regard to tourist travel and things pertaining to improving and promoting the tourist trade of Canada from coast to coast. In this Association, as you will see from the letter-head, there are members from the Atlantic to the Pacific. We do not spend any money as an association. What moneys are being spent are spent through these various associations. We have been meeting once a year more or less for the purpose of collecting and passing on our various experiences, and in the hope that some day we could be of service to just such a body as this in the promotion, from a federal point of view, of the tourist business.

Following the organization of the Canadian Association of Tourist and Publicity Bureaus in the fall of 1929, we laid a recommendation before the Prime Minister, Mr. Bennett, in March of 1931, in which we pointed out the desirability of a federal campaign of advertising to promote the tourist business throughout Canada. We stated that we recognized the potential value of the tourist as a tremendous source of revenue; that the invisible export of the tourist industry, as we were experiencing it each summer—and for that matter throughout the year—particularly to our neighbours to the south, where there are some 120,000,000 potential travellers close to the borders of Canada, was of great value.

We certainly most heartily concur in the objects of your Committee. We believe in the value to Canada of an emergency appropriation, to be set apart by Parliament for a federal advertising campaign in the United States and Canada; utilizing, for this more or less temporarily organized campaign, the Sunday papers and national magazines. Possibly, as the date is so late, it would be advisable to use those of weekly issue, because of the difficulty of getting adequate issues of the monthly magazine. This campaign should be so prepared and placed as to permit of each section of Canada being presented to the people across the line. These sections, dividing up the campaign if it had to be so divided, we would tentatively suggest to be the Pacific Coast, the Middle West, Ontario, Quebec, and the Maritime Provinces, as each section of the country has more or less of an appeal.

The CHAIRMAN: Mr. Morgan, on that point there is a feeling that perhaps it is too late this year to plan even an emergency campaign. What is your view regarding it?

Mr. MORGAN: My view is that you have developed interest in the country to such an extent that it would be little short of a calamity to lose the advantage that you have gained, and that any funds which you are spending you are spending not only for the immediate result, but in building permanently towards the future of our tourist business. You do not always get back in advertising immediately the result of that advertising, but money spent this year will build

tourists for next year, next winter or next fall. The great factor is that you have started your campaign.

The CHAIRMAN: You feel we should get considerable benefit this year from an advertising campaign?

Mr. MORGAN: I believe that properly invested moneys in advertising, even at this time, would bring a definite return. It would be money well spent in the interests of prosperity.

Following the activities planned for an emergency campaign this year, it is our belief that if a campaign could be so planned over a period of five years, starting in 1935, bearing in mind the appropriation that would be available, you could have a very definite objective towards which to work, and that campaign could be possibly enlarged as the beneficial results were definitely noticed across the country. The campaign could cover newspapers, magazines, publicity articles prepared by Canadian writers, and the supplying of literature and photographs for all kinds of publications to use; also motion pictures for illustrated lectures before interested bodies in the United States; also a certain amount of radio advertising. This advertising we believe is particularly effective during the winter months when people are more indoors and listening to their radios. All these activities should be carried on in such United States zones as would best serve and feed the Canadian section or our gateways just referred to.

The general campaign might be developed so as to embrace the following fields:—

1. The United States, due to the proximity of their 120,000,000 population.
2. The growing importance of inter-provincial traffic throughout Canada makes it desirable to intensify it.
3. As part of the campaign for future consideration we believe that Great Britain and Continental Europe should be included in a campaign as conditions might warrant.

We are of the opinion that attention should be first directed to our home territory—Canada—and to the United States.

The nature of the federal campaign, if such was undertaken, could, we feel, be very broad in its publicity appeal in order to make any part of Canada feel that that advertising was touching and covering their interests and themselves. We have a wonderful country to sell. It is equally as interesting on the Atlantic as it is on the Pacific coast. It is equally beautiful in Ontario as it is in Quebec and the other provinces. For instance, when we were out in Winnipeg we were told that the lake region to the north is of tremendous appeal to tourists. As you travel across Canada it is astonishing what fertile ground you find of interest to the tourist.

Other countries are becoming more and more tourist-minded and conscious of this very lucrative field of development. We are having highly competitive advertising and promotion for the tourist business in England, France, Germany, Russia, and Switzerland. Recently we have seen the importance of Mexico in this field, particularly in their vigorous campaign after the American dollar. So Canada will not be alone in its bid for this very lucrative revenue, and therefore it is more important than ever that we should make use of our natural resources, for without doubt no country in the world is so richly endowed with lakes and rivers and other scenic wealth. In addition to all these advantages we have an ideal summer climate—cool and bracing, a climate that appeals to tourists. We have almost everything that any tourist could desire, from our winter sports to big game hunting, from mountain climbing to swimming in the salt waters of the Atlantic or the Pacific. Our inland lakes are the envy of our neighbours to the south. In short, we have so much scenic wealth that really we have hardly begun to cash in on it as a national asset. Our natural resources have been given great publicity, our wheat, our timber, our pulp and paper; yet over and above

the wealth accruing to the country from the development of these great resources has come, almost unsolicited from a federal point of view, this very valuable tourist business, the revenue from which grows year by year.

May I at this point give credit to the efforts made by the various provinces, transportation companies, and organizations of a more or less local character, such as the Montreal Tourist and Publicity Bureau, to promote tourist traffic.

These are all a part of the picture, but it needs a broader scope, such as a federal campaign of advertising, to stimulate these other activities, not by any means superseding but rather co-ordinating them and making more profitable all the moneys spent to promote tourist interest in Canada.

We are heartily in co-operation, sir, in this endeavour, because above all things we have in our rail transportation systems, in our palatial steamers that ply our inland waters, in our highways and in our chain of hotels a tremendous invested wealth that can be utilized to the decided advantage of the country generally, for as their activities are increased, so in the same ratio is their taxable value. For instance, in proportion to our population we have an enormous investment in motor highways, and yet 80 per cent of our tourists, according to official records, enter Canada by automobile. Therefore we are getting a very definite return on that investment, which is necessarily great per capita due to our tremendous expanse of territory and our small population. We have 400,000 miles of highway, 25 per cent of which is surfaced. It is estimated that last year the provinces and the municipalities spent about \$80,000,000 on road construction and maintenance.

We would suggest that \$200,000 be appropriated for an emergency advertising campaign, and that possibly a yearly sum of \$500,000 should be spent over a period of five years on an adequate campaign covering the various points I have suggested. We arrive at that sum by taking 5 per cent of last year's tourist revenue, which is estimated by Mr. Coats, of the Department of Statistics, at about \$100,000,000. This suggestion is made merely as a basis of discussion. Naturally all advertising must bear a proper relationship to the revenue you expect to get.

Our own city campaign has been most effective. Our policy has been to spend our money as far as possible in the United States, where the greatest mass of the tourist business came from. We had seen organizations spend their money on maps and various bits of literature, to be given to tourists after they had got into our midst. But we felt that it was wisest to spend most of our money where it would bring the greatest return, namely at the source of the tourist traffic, in the advertising that we have done through the Montreal Tourist and Convention Bureau, which has been in operation for fourteen years. We get out supplementary literature in the form of a booklet, the rough draft of which for this year you might be interested in seeing. This booklet is designed for very careful distribution in the United States. Then we cover the papers of New England, from Boston through to about Cleveland, in an adjacent territory of New England states, New York State, Pennsylvania and New Jersey, in a blanket campaign of advertising which starts at the end of May and continues through until the 1st of August. We use the Sunday supplements of newspapers, and we have used the travel magazine supplements, the issues of the 1st of June, having those advertisements time in with when we think people are most concerned with planning motor tours. Through a very careful distribution through railway offices, information bureaus and other sources of contact which we have been able to build up over fourteen years we get out 100,000 pieces of literature to supplement this work. And this goes before organizations, and so on, that are planning conventions, as well as being distributed to the general tourist. I give this outline merely to show what we have done, because I suppose as a small campaign has operated so a larger campaign would be carried on, but of course with its broader perspective.

The CHAIRMAN: What is the approximate cost of your campaign in Montreal?

Mr. GEORGE A. McNAMEE, Secretary-Treasurer of Montreal Tourist and Convention Bureau: Do you mean our complete budget or the advertising budget?

The CHAIRMAN: Your advertising budget.

Mr. McNAMEE: Our advertising is approximately 30 per cent of our budget, literature 20 per cent, convention promotion about 20 per cent, administration 20 per cent, publicity 5 per cent, and reserve 5 per cent, on a budget of approximately \$30,000 this year. We have been reduced 25 per cent. Those percentages I gave you were based on about \$40,000.

The CHAIRMAN: What return do you get from that investment?

Mr. McNAMEE: In dollars and cents?

The CHAIRMAN: Yes.

Mr. McNAMEE: We are satisfied that one convention would more than pay for the whole outlay. And there is no question that we are repaid many times through the expenditures of the individuals who come here as tourists. Our budget is comparatively small.

Hon. Mr. BUCHANAN: Where do you raise your money?

Mr. McNAMEE: From the merchants, hotels, and transportation companies, and a very small contribution from the city of Montreal. That contribution should be larger.

Hon. Mr. GREEN: What is your method of distribution of your literature?

Mr. McNAMEE: First of all, we send it out in replying to the daily inquiries that we receive. The maximum number of letters that we received in one day was 128, from twenty-six states. These letters ask for information about Montreal, and we feel that the best way to answer general questions is through literature containing pictures with interesting captions. Any special questions asked by a writer are answered separately in a letter. And I may say we are asked all kinds of questions. Circulation of the literature is achieved by way of answering individual inquiries, and secondly by distribution through boards of trade, chambers of commerce, railway and steamship offices, travel agencies and automobile clubs. We have built up a contact with close to 3,000 agents, as we call them, who receive anywhere from five to two hundred copies apiece. During the past few years we were not anxious about getting rid of the literature, but we found that those who had been obtaining it in the past wanted to keep on receiving it. Our supply is limited according to our budget. We have no difficulty in getting a judicious distribution of our literature.

Hon. Mr. HOCKEN: Would the sources of income that you have mentioned dry up if the Federal Government took action?

Mr. McNAMEE: Oh no.

Hon. Mr. HOCKEN: You think you still would be able to carry on?

Mr. McNAMEE: Absolutely.

The CHAIRMAN: If the Federal Government took action, would the effect not be a stimulating one?

Mr. MORGAN: It would stimulate all the tourist business. And it would intensify the results from the money that has already been spent by the various organizations and provinces.

Hon. Mr. MACARTHUR: Has the Government of Quebec any organization that co-operates with you, such as there is in New Brunswick?

Mr. MORGAN: Yes, they co-operate through their Highways Department.

Mr. DOLAN: The province of Quebec spends more than any other section of Canada for this work.

Senator MACARTHUR: It is done through their Highways Department. I think they are spending about \$160,000 this year. They have spent over \$200,000.

Hon. Mr. GREEN: In publicity? -

Mr. DOLAN: Yes, and in the development of the tourist traffic.

Mr. MORGAN: I have given you roughly, honourable gentlemen, an outline of what we have been doing in these two organizations. Bearing on a question that has been asked, I should like to say in conclusion that any Federal advertising campaign could have only one result, namely the stimulation and strengthening of activities of existing organizations, provincial and others across the country. We believe that the Federal Government could spend money in no better way than in a campaign to attract tourists. Not only would such a campaign cause people to come here for their health and recreation, but it would reveal to great numbers of people the wonderful resources that we have here and would undoubtedly lead to further industrial investment besides personal investment in summer homes, camps, and things of that kind. The tourist often becomes a very valuable citizen of the future. Directly and indirectly a national campaign of advertising would stimulate so many lines of activity as very largely to increase the prosperity and economic wealth of the Dominion of Canada.

The CHAIRMAN: Mr. Morgan, does your organization, the Canadian Association of Tourist and Publicity Bureaus, cover the entire Dominion?

Mr. MORGAN: Yes, sir.

The CHAIRMAN: So in dealing with you we can feel that we are in a sense covering Canada?

Mr. MORGAN: Yes sir. We feel that we have here a set-up of accredited and recognized organizations, like the Montreal Tourist and Convention Bureau, for example, that can give you reliable information with respect to any part of the country. It will be our aim to serve you in any way and at any time you wish.

Hon. Mr. MACARTHUR: Your organization is practically taking the place of a Federal department, such as we have been talking about, for the time being?

Mr. MORGAN: We are only very inadequately filling the place, of course.

Hon. Mr. MacARTHUR: But in a small way, you are?

Mr. MORGAN: Exactly.

Hon. Mr. MacARTHUR: Yours is the best Federal organization that we have?

Mr. MORGAN: This is not a promotional bureau. We are gathered together in our organization to disseminate any information amongst ourselves. But there is no set-up for any collective advertising at all. But any data or experience which we might have gained in various localities would be gladly placed at the disposal of a Federal bureau.

Hon. Mr. BUCHANAN: Yours is an association of tourist organizations?

Mr. MORGAN: Exactly, merely for the purpose of exchanging data of interest, and to do anything that we can to promote the whole industry. If we could secure a federal interest in the matter we would think our organization had well served its purpose.

The CHAIRMAN: In other words, yours is the parent organization of the provincial tourist and publicity bureaus.

Mr. MORGAN: To our knowledge this is the first time that any groups of a kindred nature have ever been banded together around a convention table to try to develop the travel interest in Canada without regard to any particular section.

May I say, by way of information, that early this spring a proposal was made made to place a radio tax on every incoming tourist who had a radio in his car. We felt that that would be a hindrance to the tourist traffic, and

would be objected to. We immediately communicated with every member of the bureau, and they sent us wires, followed by letters, setting forth their views, and we immediately had a very definite expression of opinion from coast to coast in regard to the matter, and this was placed before the Federal Minister.

Hon. Mr. BUCHANAN: Something was said this morning about the time of the year when publicity should be placed. I noticed that you mentioned the period from May to August.

Mr. MORGAN: In our own Montreal campaign we start at the end of May and continue to the first of August.

Hon. Mr. BUCHANAN: Should not a national campaign be started much earlier?

Mr. MORGAN: Yes. It is important in an advertising campaign that it should be started in good time; nevertheless in any campaign, no matter when it is started, you get an immediate benefit, and a pyramiding of the benefits accruing the following year. We have a winter campaign as well, and a spring campaign.

Hon. Mr. BUCHANAN: Take the magazines of the United States. The publicity should be regular throughout the year, and should appear particularly in the winter months, when people are sitting around their firesides thinking of where they will go the next summer, rather than when they have already decided.

Mr. MORGAN: I think magazine advertising is more effective during the winter months, but the newspapers come out with resort supplements in the beginning of the summer, and advertising running concurrently with the weather reports is valuable. It is not too late to cash in, and cash in adequately, this year.

Hon. Mr. MacARTHUR: You spoke about a proposed radio tax. What was the result of the protest?

Mr. MORGAN: It was simply tabled, and nothing further done.

Hon. Mr. MacARTHUR: Do you know what the chances are?

Mr. MORGAN: No.

Hon. Mr. MacARTHUR: How long ago was this?

Mr. MORGAN: It was simply shelved. Whether the measure is going to be gone ahead with or not we do not know, but it was killed so far as we are concerned.

Hon. Mr. HOCKEN: When people come into the province of New Brunswick they are issued a card, a sort of questionnaire, by means of which it is ascertained how long they are going to stay, how much money they are going to spend, and so on. Have you anything like that?

Mr. MORGAN: We haven't done anything ourselves like this, but the Dominion Government is taking records, and our own provincial Government has taken a certain number of records when the peak of the travel comes into the province. But it is not as comprehensive as that.

Hon. Mr. HOCKEN: Do you not think that is a good idea?

Mr. MORGAN: It is all bringing data together. It is probably of more value to the provinces than it would be from a federal point of view. As I see it, you must not start into the local aspects of the problem; you must keep more or less aloof, leaving the details to the provinces or such other organizations as are operating.

Hon. Mr. HOCKEN: We might recommend something of that kind to the provinces.

Mr. MORGAN: Decidedly; and the provinces, from their records, could turn in to the federal bureau some very valuable data as to the whole of Canada.

Hon. Mr. BUCHANAN: Speaking of publicity, have you any other suggestion to make in connection with the establishment of, say, a federal tourist bureau? Is there any work it could do to promote tourist business, other than publicity?

Mr. MORGAN: The federal tourist bureau could maintain a very valuable contact not only with the provinces but with the various organizations, and from time to time they would probably have some very valuable data to contribute, and that would change the character of or add to the effectiveness of the work done by the federal bureau.

The CHAIRMAN: Mr. Morgan, it is hardly fair to ask you to go into details to-day, but would your Association care to co-operate by preparing a detailed statement of the benefits of a federal bureau, and a resumé as to how it could co-operate with the various provinces? Would you go into that in a little more detail and submit it by the first of the week?

Mr. MORGAN: We should be very glad to do so, sir.

December 12th, 1933.

THE IMPORTANCE TO CANADA OF OUR TOURIST BUSINESS

That a new era of transportation is dawning and with it an increasing desire to travel, is becoming self-evident.

There has been marked progress in this direction during the past year. Once again are distances being reduced in the matter of the time it takes to travel between two given points. This is an important fact to bear in mind with regard to travel to Canada, for not until the modern highway and the motor car came into being, did Canada begin to enjoy anything like an extensive tourist travel. And with each succeeding year, we have found ourselves less isolated and brought considerably nearer to the denser centres of population of those residing to the south of us.

The new stream-lined aluminum train, on a regular schedule of 110 miles an hour, is more than a blue print project. It is a reality that may revolutionize our entire conception of distances in the very near future. 1934 will see several trains of this type in actual operation on American railroads and the necessities of competition will undoubtedly place this type on many more in the very near future.

The high powered stream-lined motor car and motor bus are now capable of transporting their passengers without fatigue three, four and even five hundred miles in a day, wherever modern highways exist.

Stream-lining, for speed, safety and comfort, has been possibly the most outstanding structural feature of the new cars for 1934. Certainly they are capable of covering the ground with increased speed and safety as compared to the pre-depression vehicle that looks almost antiquated beside these latest products of the engineering laboratory and proving grounds.

At the same time, we are in the process of re-building our highway systems. Corners are being eliminated, by-passes installed, visibility improved and roads are being materially widened and better surfaced, not only to take care of an ever growing traffic, but to provide speedier and yet safer transportation to all users of the said highways.

Compare these modern designed and correctly engineered highways of to-day with even those arteries constructed but ten years ago, and one will be positively amazed at the development of the science of road building.

When one turns to aviation, progress has been even more spectacular. No city or town considers its transportation facilities complete to-day, without its airport. Flying is no longer a sensation. It is part of our daily lives. In fact, the drone of the air mail overhead, passing on its regularly appointed schedule, elicits little concern by those on the ground.

And the very nature of the topography of Canada with its boundless expanse, vast distances and tremendous water surfaces has made us turn to the air for rapid and practical transport, whether headed for a mining town or a fishing camp on some inland lake.

We are destined to see a tremendous increase in the use of air travel for tourist purposes. For countless lakes and beauty spots now inaccessible, become but the matter of several hours travel by air transport.

Travel by water has undergone the same amazing change. Four days to Europe is the aim of express liners. The public are rapidly being taught to accept nothing less. It is true there never were such inducements as now to see Europe at so little cost in so short a time. But cannot the same apply to seeing Canada?

The view still holds in the European mind that we are a far off country, too far in fact ever to visit, and this antipathy, created in the days of Columbus, has seemingly never been dispelled. Europe has not yet been taught to see the New World.

Why should not the Europeans visit us as often as we visit them? Intelligently directed advertising can, I believe, do much toward stimulating a desire to see the beauties of this great country, whose Rockies alone are twenty Switzerlands rolled into one.

We need to popularize and make better known the extraordinary natural wealth and beauty of this great country of ours.

The completion of our Trans-Canada motor highway will, I believe, be the greatest single advertisement we could possibly present to a world bent on travel, to make them wend their way Canadawards. For nothing I know of, will so catch popular imagination as a trans-continental tour by motor. It should be our next great step in transportation.

Federal recognition of the economic value to Canada of Tourist travel by a well conceived broad and liberal campaign of national advertising, should prove as profitable an investment of the taxpayers' moneys, as I know of.

We have seen the slogan "Buy British." We have watched the United Kingdom work out of an economic slough by that very slogan. We have seen the wheels of industry turn in a hundred British towns, and witnessed a marked revival in trade. Might we not be well advised to "Buy Canada" by selling the glories of our countryside, the unspeakable beauties and rugged grandeur of our mountains, and the charm of our waterways?

Assuredly, we could stimulate this invisible export that we know enriches us annually by more than a quarter billion of dollars, and that has proved such a lucrative source in improving our balance of trade.

We have great National Parks in each province, but who knows about them? In striking contrast stands Yellowstone National Park in the United States, almost a household word because of extensive and continuous national advertising. I venture to say that each year, thousands plan their vacation trips through Yellowstone, wholly unconscious that they, as individuals, have been responding to the printed word.

The maintenance of our National Parks is a considerable drain upon the Federal Exchequer. They might well be made greater revenue producers by the building of highways and the providing of suitable accommodation in keeping with the requirements of our summer tourists.

Our transportation companies have indeed extensively advertised Canada, Banff, Lake Louise, Jasper and Murray Bay are the results. No finer chain of

hotels or resorts are to be found in any country than we possess. Yet, if all these hotels and resorts were to depend upon Canadians alone for their patronage, they would be closed to-morrow.

Just as we are dependent upon our export trade for our very existence, as a nation, so too we are dependent upon the tourists as a very definite source of revenue.

I doubt if any nation in the world has the per capita investment of Canada in hotels and resorts. And what nation can boast such a potential field for the development of tourist travel? To the south of us reside 125 millions of people, known as the greatest travellers in the world. With the returning tide of prosperity, these same people will go afield by the hundred thousand. And each year sees a new generation reaching its majority and anxious to travel. For tourist travel represents new wealth, just as surely as gold mined from the ground.

The fact that Canada buys considerably more American products than they in their turn purchase from us, has always left Canada with a serious adverse balance of trade. As our Finance Minister recently pointed out, that for the year ending September, 1933, Canada's purchases from the United States amounted to \$211,000,000 and her sales to us were only \$156,000,000. To put it more graphically, the average Canadian bought \$20.48 worth of American goods, while the average American (there being 120 millions of them) bought only \$1.27 worth from Canada.

It is also interesting to note that last year we had to meet \$160,000,000 of interest and dividend payments in New York with only \$35,000,000 in interest and dividends from them to offset this out-go of capital. In addition, we had to pay off \$55,000,000 of maturities falling due there.

In searching for a corrective, the American tourist would appear the answer. Already some 14 millions of them cross the International boundary line each year for rest, travel and recreation, staying for periods ranging from one day to six months.

More than 4 million one hundred thousand automobiles of American register came into Canada during 1932. This, however, was a decline of 16 per cent from the previous year, and a decline of 24 per cent from the peak year of 1930.

Of the 4 million cars that entered Canada, 3 million, however, did not exceed a twenty-four hour stay.

We might well study this trend of travel and ascertain ways and means for its further development. A number of years ago, the Federal Government maintained an extensive series of bureaux throughout the United States for the purposes of disseminating information relative to emigration to Canada.

If it paid our government during those early years of expansion to maintain such offices, it might be well to consider to-day, the employment of such offices as centres to stimulate an interest in Canada with the view of increasing business and travel within our borders.

There is reason to believe, too, that Canadians should see Canada even more than they do. According to the Dominion Bureau of Statistics, some 30,000 Canadians travelled to overseas countries in 1932 and that approximately 1,500,000 visited the United States.

There was even this great exodus to the South despite the fact of the adverse exchange situation. In normal times, of course, this export of capital, for that is what it amounts to, is considerably augmented. Yet in 1932 the Dominion Bureau of Statistics estimate that Canadian expenditures abroad amounted to as much as \$57,400,000.

Maine is not a wealthy state if measured by its natural resources or its industrial activity. But Maine enjoys an extensive revenue from Tourist Travel that is the envy of sister states. We might well emulate the activity of Maine. The Maritimes and the Province of Quebec are geographically as strategically located and have as much, if not more, to offer scenically.

Modern and adequate highways, inexpensive and desirable accommodation are basic requirements, however, if we are to lure the tourist in ever increasing numbers into our midst.

Turning to our own Province of Quebec, we may well take stock of our position in this bid for tourist business. As 80 per cent of our tourists come to us by motor, our highways become of first importance in serving them.

Unfortunately, speaking, broadly, Quebec lags in the development of a modern highway system. Quebec's highways are narrow, oftentimes dangerous and obsolete. They have not been modernized during the past ten year period, when sister provinces and adjoining states had embarked upon a complete and comprehensive road program that has simply revolutionized highway transportation.

In this race of modern highway construction, we have been left far in the rear. Our position is critical. We cannot hope to enjoy indefinitely, a fruitful and profitable tourist business in the face of this severe handicap.

The fact that Quebec has enjoyed for the past fifteen years, a simply amazing growth in tourist travel, is no criterion that it will continue to grow under adverse road conditions.

We may wake up when too late to the cold facts of the case, that even charming scenery, a delightful and unusual hospitality may act to condone but cannot overcome our handicap, in the keenly competitive bid for tourist business.

Then, too, outside of our larger centres, we are in need of an attractive type of hotel that will appeal to our tourists. The problem is an important one, that might well elicit the co-operation of the government and our various business and transportation interests. For one can rest assured that the traveller by motor, all things being equal, is going where good roads beckon and adequate hotel accommodation of the kind he desires, exists.

This is the gloomy side of our picture. To offset these shortcomings, no province in Canada has a like range of scenery to offer the tourist. The Gaspé tour is without its equal in all the East for sheer grandeur and beauty. The reputation for charm and the picturesqueness of our lower St. Lawrence, is world wide. Our Laurentians with their twenty thousand odd lakes, provides one of the most beautiful and appealing regions to those vacation bent.

This vast area is at once the hunter's and fisherman's paradise and is fast becoming one of the most noted Winter and Summer playgrounds in all America. Upon no province has nature been more lavish. Added to all this, Quebec is strategically situated to enjoy to the full, the flood tide of tourist travel, for good roads have brought the densest centre of population in America, to but a day's motoring distance from our borders.

We should adopt a very definite program of highway construction, planned possibly over a ten year period. And we should know that when that program is consummated, Quebec would have a complete and modern highway system, embracing all of the main trunk arteries.

The business interests of the various municipalities might be well advised to consider the whole question of hotel accommodation for these, when efficient and well run, become assets of considerable worth to their respective communities. There is a great field in this province to provide inns that would reflect the charm of French Canadian architecture and have them furnished with the products of Quebec industry.

Switzerland, long ago, learned the art of hotel keeping. She has become a nation of hotel keepers and is host to Europe's millions, vacation bent. At every turn, in every country, Switzerland beckons. National advertising is one of the basic cornerstones of her economic prosperity today.

Looking back over the figures of the past ten years, the growth of Tourist Travel in Canada has indeed been gratifying. There is no doubt, however, that the Century of Progress Exhibition at Chicago, drawing as it did, some 25

millions of people during the season of 1933, seriously interfered with the annual influx of tourists into this country during the past summer.

While there will be no outstanding drawing card such as an exposition this coming year, the railroads have had their appetites whetted for this lucrative travel. I believe we will see an extremely competitive bid for patronage upon their part under the lure of a low per mile excursion rate.

So, too, we will witness an extensive drive upon the part of steamship companies under the all expense tour to Europe, a form of travel becoming increasingly popular.

California and Florida have witnessed tremendous inroads into their winter tourist business by the growing popularity of the winter cruise, particularly to southern waters, largely the result of the concentrated efforts of steamship companies to develop winter travel. I merely cite these facts to suggest how precarious this tourist business can be. We cannot expect the tourist to come into our midst and travel over highways less modern and efficient than their own. Nor can we expect them to be content with poor and inadequate accommodation. For no charm of scenery and no appeal of the great out-of-doors can really compensate for uncalled for and unnecessary physical discomfort.

All things being equal, however, I know no country with a greater appeal to the tourist than Canada.

What country, for instance, has such a range of scenery, from the grandeur of our Rockies to the pastoral land of Evangeline? What country can boast a like area of lake and river? What country has a more invigorating climate?

Canada has indeed been richly blessed and given the opportunity to place these great natural attractions before the traveller, and offering inducements, the equal of any one would receive elsewhere, I believe we will continue to enjoy a growth in Tourist Travel that will easily place this industry in the forefront of Canada's exports. Trade barriers and tariff restrictions do not exist, but it behooves us at all times to be a courteous and considerate host that this year's traveller may want to come again into our midst, and will be enthusiastic in urging others to experience as glorious and wonderful a time as he has had.

For what better advertisement could Canada have than the visitor who comes into our midst? This yearly influx of some 14 million people may well become a billion dollar industry in all its many and varied ramifications.

Mr. McNAMEE: Mr. Chairman, would you let us have a communication stating exactly what you would like us to obtain from our individual members. This we would pass on to them, and then you would get really official data.

Mr. DOLAN: Perhaps the Chairman would be good enough to send a copy of the memorandum to the Directors of Tourist Information Bureaux in the various provinces. I should like to have a copy myself.

The CHAIRMAN: Yes. You favour a federal bureau?

Mr. McNAMEE: Most decidedly, sir.

The CHAIRMAN: Mr. Morgan, on behalf of the committee. I desire to express our appreciation of your helpful suggestions. We hope you will give the fullest co-operation to Mr. Harkin, of the National Parks Department, and Mr. Chisholm, of the Department of Trade and Commerce, in formulating a plan.

Mr. MORGAN: We shall be very glad to do that, sir.

Hon. Mr. HOCKEN: Has Mr. Morgan any definite suggestions for this year, Mr. Chairman?

The CHAIRMAN: Would you like to speak on that point?

Mr. MORGAN: I have no further suggestions, sir, than to say that any advertising to be done this year would certainly be to the very decided advantage of Canada generally. It is not yet too late, particularly for a newspaper campaign.

The CHAIRMAN: And the same applies to radio?

Mr. MORGAN: Yes, Mr. Chairman.

Hon. Mr. HOCKEN: Would you concentrate on the Jacques Cartier celebration?

Mr. MORGAN: Not particularly, sir. I feel that that is a passing event, whereas the federal advertising should take a broader outlook, building not only for the current summer but for each succeeding summer.

The CHAIRMAN: We are indebted to you, Mr. Morgan, and you, Mr. McNamee, for your assistance. We will keep in close touch with you. Will you kindly convey to the officers of your association our appreciation of their valuable assistance?

Mr. MORGAN: I will, sir.

The CHAIRMAN: Gentlemen, I now have the pleasure of calling on Mr. Van Wyck to address the Committee. He is the head of the Hotel Department of the Canadian National Railways, and is in close touch with the tourist business. We should like to have his views on what can be done this year to stimulate this business, and as to what effect he thinks the Chicago Fair and certain changes in the laws of the United States may have on the number of our visitors from that country this summer.

Mr. VAN WYCK: Mr. Chairman, I have prepared a few figures to give an idea of the amount of tourist traffic that comes to our Canadian National hotels, and what it means in general to the country. Take, for instance, the Chateau Laurier; this summer we expect to do a business of approximately \$150,000. This figures is based on the actual business of 1933.

The CHAIRMAN: Does that show an increase?

Mr. VAN WYCK: We expect a small increase this year, although 1933 was about 25 per cent less than it had been in previous years. I cannot go back to 1932, because we did not do any tourist traffic then on account of the Imperial Conference. This reduction is wholly due to the Chicago Fair in my estimation.

The CHAIRMAN: The 25 per cent decrease?

Mr. VAN WYCK: Yes.

Hon. Mr. MACARTHUR: What effect do you think the Fair will have this year?

Mr. VAN WYCK: Not so much, for the simple reason that the better class of Americans went last year to the Chicago Fair. This year it will be more like the White City; it will be a playground more than anything else. The situation of some of our hotels is unfavourable to their doing much business. The Macdonald, for instance, is too far north. The Palliser Hotel at Calgary is much farther south, and people drive over there across the border. But the roads are not any too good and it is difficult to get tourists to continue north.

For the Chateau Laurier in 1934 we expect \$150,000, for the Fort Garry \$29,000, the Macdonald \$10,000, the Prince Arthur \$12,000, the Prince Edward \$2,000, the Nova Scotian \$31,000.

The CHAIRMAN: By the way, Mr. Van Wyck, I have a letter to-day from a judge in Ontario saying that he would like to take his car down to the Maritime Provinces by boat. He suggests that the Canadian National boats that come up in the summer should call at points in the Maritimes on their way out to the North Atlantic. Do you think that would stimulate tourist traffic?

Mr. VAN WYCK: There are boats that go from Boston and New York—

The CHAIRMAN: But they do not go to any other places.

Mr. VAN WYCK: I doubt that there would be enough people requiring such a service to make it pay. It would seem a heavy expense to call in at various

ports, and it seems to me there would not be sufficient traffic to cover that expense.

Now, going on with the summer resorts, Jasper Park Lodge, \$80,000; Minaki Lodge, \$12,000, and Pictou Lodge, \$12,000. The total for all-the-year-round summer resorts is \$350,000, and it is all based on American tourist business. There is nothing included in that amount for business that we get from Ontario and Quebec, for instance.

The Chicago Fair undoubtedly had a bad effect upon us last year. Many people in the United States do not know what we have up here in Canada. I will give you a little example. Every year there is a hotel exhibition in New York, and a few years ago when I was down there I was talking to a chap who was selling an efficient dish-washing machine. I asked him if he sold the machines in Canada, and he said "Oh no, we don't sell anything over there. You fellows have funny money, pounds, shillings and pence." It is partly because there is so much ignorance of that kind that I think a great deal of good could be done by a radio broadcasting campaign. It would make a lot of Americans interested enough to visit us. Advertising in newspapers is all right, but something more than that is needed to work up a wide interest first. The newspaper advertising could be used afterwards in following up the radio broadcasts.

The CHAIRMAN: You suggest a campaign of radio, newspaper and general publicity to sell Canada

Mr. VAN WYCK: Absolutely.

The CHAIRMAN: Do you think it is too late to do anything this year?

Mr. VAN WYCK: No; far from it. People do not begin to make up their minds about where they are going for the vacation until it starts to get warm. I can prove that conclusively. We go along all winter and do not get any inquiries about summer resorts, but at this time of the year they begin to come in. I think that right now is the logical time to get started on tourist development work.

The CHAIRMAN: Approximately how much money do you spend to bring in \$350,000 of American money? What is your appropriation for advertising and publicity in the United States?

Mr. VAN WYCK: We spend about \$15,000 in the United States.

The CHAIRMAN: That is practically all in newspaper and magazine advertising?

Mr. VAN WYCK: Yes.

Hon. Mr. MacARTHUR: Mr. Van Wyck, did I understand you to say that there was an increase of \$12,000 with respect to Pictou Lodge?

Mr. VAN WYCK: No. That is our turnover from American tourists there.

Hon. Mr. MacARTHUR: I thought you were talking about increases?

Mr. VAN WYCK: No. We have some increases.

Hon. Mr. MacARTHUR: What have you got down for the Canadian National hotel's turnover at Charlottetown?

Mr. VAN WYCK: At Charlottetown we expect it to be a great deal better this summer than it was last summer. Last year we had only about \$5,000 of American business, but I expect this year we will get about \$10,000. Do you not think that the business will be much better this year, Senator?

Hon. Mr. MacARTHUR: Yes. We have a very greatly improved car ferry now, and that is an important factor.

Mr. VAN WYCK: Take the city of Ottawa. There is no nicer city in the country.

The CHAIRMAN: Except Halifax, Saint John, Calgary, Vancouver, and a few other cities.

Mr. VAN WYCK: There is no nicer city on the continent than the city of Ottawa, but the people do not know it and they do not come here. Large numbers of tourists drive from Toronto through to Montreal along No. 2 highway, but very few of them come to Ottawa. We should have this city advertised as the "Washington of the North", or something of that kind, and endeavour to attract visitors. Of course, there is no doubt about it that our liquor laws have kept a good many people away from the province of Ontario. And there is no saying what the effect will be now that there has been a change in the liquor laws in the United States. I do not think there will be much of an effect upon the summer tourist business, but there will be upon the long week-end business. In former years a lot of people used to come from New York and Chicago to Montreal. A year ago Easter the Montreal hotels were packed to the roof, but last Easter they were empty. So there is no use in fooling ourselves that the liquor laws in the United States will not make any difference.

The CHAIRMAN: What percentage of your hotel business would be tourist business?

Mr. VAN WYCK: Well, it is different in every hotel. For instance, at the Chateau here in June it would be only about 20 per cent. in July about 40 per cent, in August about 50 per cent and in September about 40 per cent. The percentage in October would be still smaller.

Hon. Mr. HOCKEN: The number of tourists coming to Ottawa is considerable?

Mr. VAN WYCK: Quite fair. Of course, when I say about 40 per cent of the business, it must be remembered that our business is not so large in the summer-time. I mean, our business could be 100 per cent larger then and we still could easily take care of it.

Hon. Mr. HOCKEN: What is the principal motive that brings the tourists in? Is it recreation or fishing, or something of that kind?

Mr. VAN WYCK: Recreation more than anything else. Many of them have motored all over the States and they want to come to Canada. Of course, it is much cooler up here.

Hon. Mr. HOCKEN: Sometimes.

The CHAIRMAN: Have you given any thought to a federal department devoted to the tourist industry and a publicity bureau advertising Canada?

Mr. VAN WYCK: Not until such time as you brought it up yourself, sir; but after you brought it up I could see the wonderful possibilities of it. You astounded me by the figures you brought out as to what the tourist traffic means to this country. I never thought it was so tremendous. Being such a big industry, and we having tried to do for other industries, it would seem most profitable to try to do something to promote this industry.

Take the figures I have given. At the Chateau, for instance, we expect to take in \$150,000. Out of that at least \$125,000 is spent in wages and supplies, which are practically all bought in the city of Ottawa. You will see what that means not only to the country in general, but to our towns and cities.

The CHAIRMAN: Have you discussed this with any of the officials, the responsible Minister, or the Trustee Board?

Mr. VAN WYCK: No. I had a short discussion with Judge Fullerton one time.

Hon. Mr. HOCKEN: How is the traffic at Jasper? Is it increasing?

Mr. VAN WYCK: It has decreased, naturally, since 1929; but this year it looks a great deal better than it did a year ago. There is a decided improvement in advance registrations.

The CHAIRMAN: You are interested in the Admiral Beatty at Saint John?

Mr. VAN WYCK: The Canadian National is financially interested.

The CHAIRMAN: Don't you think it would be an excellent plan to have a direct service from Boston to Halifax, Charlottetown and Saint John in the summer months, during July and August?

Mr. VAN WYCK: By rail?

The CHAIRMAN: By boat.

Mr. VAN WYCK: Well, yes. There is a connection that way, Senator.

The CHAIRMAN: Not a real passenger service. There is a service from Boston to Yarmouth.

Mr. DOLAN: And from Boston to Saint John.

The CHAIRMAN: Twenty-five or thirty years ago we had a direct service from Boston to Halifax and Charlottetown—the Plant Line—and the hotels were filled all summer.

Mr. VAN WYCK: I am not really in a position to give you an answer to that, because twenty-five years ago there were no automobiles, and of course the boat trip was lovely, and people made arrangements accordingly. I will make some inquiries.

The CHAIRMAN: Thank you.

Mr. VAN WYCK: The automobiles have changed things very much.

The CHAIRMAN: We are deeply indebted to you. Thank you very much.

The committee adjourned until to-morrow at 10.30 a.m.



THE SENATE OF CANADA



PROCEEDINGS

OF THE

SPECIAL COMMITTEE

ON

TOURIST TRAFFIC

No. 3

The Honourable W. H. Dennis, Chairman

WITNESSES:

- Mr. J. M. Gibbon, Montreal, P.Q., General Publicity Agent, Canadian Pacific Railway Company.
- Mr. C. K. Howard, Montreal, Manager, Tourist and Convention Bureau, Canadian National Railways.
- Mr. D. Leo Dolan, Director of the New Brunswick Bureau of Information and Tourist Travel, recalled.
- Mr. J. O. Apps, Montreal, General Executive Assistant, Canadian Pacific Railway Company.
- Mr. H. F. Matthews, Montreal, General Manager of Hotels, Canadian Pacific Railway Company, Montreal, P.Q.
- Mr. Arthur Bergeron, Quebec, P.Q., Asst. Deputy Minister of Roads, Province of Quebec.
- Mr. J. C. Campbell, Ottawa, Director of Publicity, Dominion Parks Branch, Department of Interior.
- Mr. H. C. Shipman, Ottawa, representing the Industrial and Publicity Commission.

BRIEFS FILED

- From Honourable A. S. MacMillan, Halifax, N.S., Acting Premier, Province of Nova Scotia.
- From Mr. J. W. R., Halifax.

ORDER OF REFERENCE

Extract from the Minutes of Proceedings of the Senate, 26th April, 1934.

Ordered, That a Special Committee be appointed to consider the immense possibilities of the tourist traffic, to inquire as to the means adopted by the Government looking to its encouragement and expansion, and to report to this House.

Members of the Committee: W. A. Buchanan, W. H. Dennis, W. E. Foster, P.C., R. F. Green, H. C. Hocken, R. B. Horner, C. MacArthur, and G. Parent.

MINUTES OF EVIDENCE

THE SENATE,

WEDNESDAY, May 9, 1934.

The Special Committee on Tourist Traffic resumed this day at 10.30 o'clock a.m.

Hon. Mr. Dennis in the Chair.

The CHAIRMAN: Honourable gentlemen, Mr. J. Murray Gibbon, General Publicity Agent of the Canadian Pacific Railway, is present this morning and I have pleasure in asking him to give us his views.

Mr. J. MURRAY GIBBON, General Publicity Agent, Canadian Pacific Railway, Montreal: Mr. Chairman and honourable gentlemen, I have had mimeographed copies made of my brief, and I will distribute these among the Committee. With your permission, I will read part of the brief, but not all, for there are other witnesses to follow and I do not want to take up too much time.

With me is Mr. Matthews, General Manager of the Canadian Pacific hotels, who is more familiar with it.

Owing to its extensive services, including fleets of passenger liners on both Atlantic and Pacific Oceans, including Coastal Services, in addition to its railway lines, chain of hotels and Chalet-Bungalow Camps and steamships on inland lakes, the Canadian Pacific Railway is the largest transportation advertiser in the world. A considerable proportion of this advertising is directly aimed at securing tourist travel to Canada, or travel across Canada resulting in visits to Canadian hotels and resorts.

The advertising expenditure varies according to the economic and social conditions affecting tourist prospects in the countries concerned, and is on that account at present somewhat curtailed, but an analysis of the Canadian Pacific's expenditure on advertising directly bearing on tourist travel to and through Canada for the twelve year period 1922-1933 shows a total of approximately \$10,700,000, or an average of close to \$900,000 a year. This expenditure has contributed largely to Canada's tourist industry, the volume of which has been so frequently referred to.

Adjacent Territory Most Profitable Source of Tourist Business.

As the tourist resorts at which the Canadian Pacific operates hotels or Chalet-Bungalow Camps are spread across Canada, this advertising for tourist business involves a careful study of the territories from which tourists can profitably be drawn, and in the United States, for instance, five American advertising agencies are employed to advise on methods of securing business for specific services from specific territories, in consultation with our passenger agents located at twenty-five important centres. The hotel registers show that the clientele of individual resorts comes chiefly from adjacent territory (i.e. within a radius of 500 miles), and it therefore pays to concentrate hotel advertising in those territories. Moreover, different types of advertising media have to be selected for long-stay or for short-stay and transient business. A recent survey in the United States shows that 87 per cent of the vacations in that country are limited to fourteen days. Convention business which frequently results in supplementary tourist travel requires a separate organization for personal solicitation by an expert staff, the cost of which in 1933 amounted to \$17,000.

Dominion Wide Distribution of Tourist Accomodation.

The Dominion-wide distribution of Canadian Pacific hotels and resorts is demonstrated by the following list:

Nova Scotia—

Cornwallis, Kentville.
Pines, Digby.
Lakeside Inn, Yarmouth.
Interest in Lord Nelson Hotel, Halifax.

New Brunswick—

Algonquin Hotel, St. Andrews.
McAdam Junction Hotel.
Interest in Admiral Beatty Hotel, Saint John, N.B.

Quebec—

Chateau Frontenac, Quebec.
Place Viger, Montreal.
Interest in Seignior Club, Montebello.

Ontario—

Royal York, Toronto.	}	Chalet-Bungalow Camps.
Nipigon		
French River.		
Devil's Gap, Kenora.		

Manitoba—

Royal Alexandra, Winnipeg.

Saskatchewan—

Saskatchewan Hotel, Regina.

Alberta—

Palliser Hotel, Calgary.
Banff Springs Hotel, Banff.
Chateau Lake Louise, Lake Louise.
Moraine Lake Chalet-Bungalow Camp.

British Columbia—

Empress Hotel, Victoria.
Hotel Vancouver, Vancouver.
Emerald Lake Chalet.
Incola Hotel, Penticton.
Yoho Valley Chalet-Bungalow Camp
Wapta Chalet-Bungalow Camp.
Lake O'Hara Chalet-Bungalow Camp.
Radium Hot Springs Chalet-Bungalow Camp.
Mount Assiniboine Lodge.
Cameron Lake Chalet.

While the Company has no hotel in the Yukon, the Canadian Pacific provides through its B. C. Coast Steamship Service steamers the most extensive service to the Yukon in connection with the White Pass and Yukon Railway.

International Character of Canadian Pacific Tourist Traffic.

An analysis of registrations at the Chateau Frontenac, Quebec, for the two year period 1932-1933 (years of depression) shows interesting results:

Total Registrations—93,000.

From the United States (48 States)	50,047
Quebec Province	29,518
From Canada (excluding Quebec Prov.)	10,673
Great Britain	1,753
Continental Europe (13 Countries)	581
Australia and New Zealand	144
India and Orient	114
Africa	53
Islands of the Pacific	37
West Indies	35
South America	2
St. Pierre de Miquelon	2
Central Asia	1

From Adjacent Territory.

United States—		
New York..	16,703	
Massachusetts..	7,341	
Connecticut..	2,115	
New Jersey..	3,685	
Pennsylvania..	4,279	
Maine..	1,219	
Vermont..	323	
	<hr/>	35,665
Canada—		
Quebec..	29,518	
Ontario..	9,149	
New Brunswick..	411	
Nova Scotia..	428	
	<hr/>	39,504
		<hr/>
		75,169

Importance of Coastal Steamship Services and Connections.

At the other side of the Continent we find the value of Canadian Pacific Coastal Pacific facilities shown in the number of tourists who came up North from Pacific Coast States by the Seattle gateway—a total for the five year period 1929-1933 of 92,290.

The Canadian Pacific Hotels and Resorts on the Pacific Coast draw a large proportion of their business from the Pacific Coast States in the United States, and the advertising for these is governed accordingly, although we have also advertised the Winter facilities of this Evergreen Playground extensively in the Prairie Provinces and Eastern Canada, and have organized a Mid-Winter Golf Tournament at Victoria, B.C.

The Yarmouth Gateway, served by the Eastern Steamship Company, with which we have close traffic relations, supplement the Canadian Pacific's own rail and steamship facilities for travel to Nova Scotia and supplies Nova Scotia with a valuable stream of Summer tourist traffic—19,785 passengers arriving at Yarmouth from Boston and New York from June to September, 1933. 9,238 passengers came direct to Saint John, N.B., North from Boston by the Eastern Steamship Company in the same period.

The Canadian Pacific was largely responsible for the establishment of Evangeline Park, at Grand Pre, and organized its chain of hotels in the Maritimes to encourage tourist business to Nova Scotia and New Brunswick.

Solicitation of Motor Car Tourists by Canadian Pacific Hotels.

Inspection of records over a period of time indicated that during recent years Summer visitors to various parts of Canada were coming in motor cars in increasing numbers, consequently, four years ago, a start was made by the Canadian Pacific Hotel Department, supplementary to the joint efforts with the Rail Traffic Department, to interest motor tourists in coming to Vancouver Island and Vancouver (where the Canadian Pacific have large hotels), and also to Harrison Hot Springs in British Columbia, by circulating, through various Automobile Associations in Oregon, Washington and California, illustrated pamphlets featuring the Resorts in British Columbia and the roads and mileages leading to them. This was followed a year or two later by inclusion in such pamphlets of the Rocky Mountain Park region and our Resorts therein, and the roads leading into the Park directly from the South and via Vancouver, and the Company went so far as to operate special baggage cars on our regular passenger trains to haul tourists' motor cars with despatch over the Gap between Golden and Revelstoke in the Summer months.

This was followed in 1932 by an arrangement with Automobile Associations in the Eastern and Atlantic States, to represent our Canadian Pacific Eastern Resort places, and large quantities of a folder descriptive of these places, and featuring how to get there, the roads, mileages and the attractions, were distributed.

A close analysis was kept for the month of July and August 1933 of the people registering at our various Resort Hotels, as to how they arrived—whether by motor car, steamship or train. Attached analysis for the months of July and August shows that a large percentage of all who registered in these months at Quebec and St. Andrews, N.B., came by motor car, and a considerable number in Nova Scotia. The proportion who came to Banff and Lake Louise by motor car was much smaller, and on account of the longer distances from large centres of population, the larger number went to the Rocky Mountains by train.

In the light of the 1933 analysis, the hotels are going farther in their campaign for the Summer of 1934, and two booklets are being distributed this year, one in the Pacific Coast States, in still larger quantity, coupled with the advertising above mentioned, and one covering the Eastern Resorts, in Ontario, Quebec, New Brunswick and Nova Scotia, through some 378 offices of Eastern and Middle Western Automobile Associations, in addition to distribution through all the Company's own agents and other agencies with whom we have contacts, and in addition, an advertising and publicity campaign has been arranged at the expense of the hotels, in newspapers and magazines, featuring motor tours to Canada.

The Canadian Pacific has its major investment in railway and steamship transportation facilities, extending across Canada from Great Britain and Europe to the Orient, and on that account has a special interest in long distance travel. Its hotels, however, have to earn their own salvation, and owing to the increasing tendency of the short distance tourist to travel by motor car, Canadian Pacific hotels have adopted this policy of advertising direct to the motorist in adjacent territories, leaving it to the railway to advertise for rail traffic. The Canadian Pacific Steamships carry the burden of advertising for tourist traffic in Great Britain, Europe, the Orient and Australasia. All-Expense tours through Canada are organized by the European Office at London.

Advertising Literature for Tourist Business.

The Railway Traffic Department issues handsomely illustrated booklets covering all tourist resorts in Canada reached by the railway. These are either territorial in character—e.g. Resorts in Ontario, Resorts in Quebec and the Maritimes, or deal with the opportunities for Sportsmen and Fishermen. I shall file specimens of these. The advertising for sportsmen business is supervised by the General Tourist Agent, who systematically assembles information regarding conditions and developments of interest to sporting parties. Lists of hotels, boarding houses and camps in tourist territory not served by the Canadian Pacific's own hotels are published and distributed without cost to the parties concerned by the Canadian Pacific Railway. Tourist publications aimed to secure visitors from Europe are issued by the European Office, in London, supplementing supplies sent from Canada.

Motion Pictures, Slides, Photographs and Articles.

Motion pictures, illustrating tourist attractions, sport, etc., in Canada, are circulated in both standard and 16-millimetre size, and receive wide circulation. Projection machines are maintained at various centres in the United States and Canada, and two tourist lecturers are employed in the United States during the winter months. Lantern slides are also supplied extensively to other lecturers.

The company has an extensive stock of its own photographs (approximately 20,000 negatives), illustrating every phase of life and scenery in Canada, and this is drawn upon heavily by magazines and newspapers all over the world. The demand for articles on tourist attractions from such publications is heavy, and keeps a large staff busy all the year round.

Posters and Exhibitions.

The Canadian Pacific manufactures its own attractive coloured posters by the silkline process in the workshop of its Department of Exhibits, which arranges the company's display at International Exhibitions, such as those held within recent years at Chicago, Buenos Aires, Paris, London, as well as the annual Toronto Fair, and also in the company's own offices and hotels, and in other advantageous places.

Average Tourist Has Definite Objective.

While a general campaign for Canada as a tourist country carried out in National magazines in the United States and Europe would, no doubt, create a sympathetic interest among possible tourists, our practical experience is that the average tourist has a definite objective governed by his purse, his tastes and the accommodation offered at the objective point in question, and inquiries by mail have to be followed up by personal solicitation of our own passenger or hotel representatives on the spot.

Canadian Pacific Co-operates With Other Tourist Interests.

As the obligation of the Canadian Pacific Railway Company must primarily be to pay its interest charges and earn dividends for its shareholders, these considerations will continue to govern our advertising policy. At the same time we have always been glad to co-operate with Canadian interests desiring similar business such as the Canada Steamship Lines, the Canadian National Railways, the Parks Branch of the Federal Department of the Interior, the Provincial Government and Municipal Tourist Bureaus, and we have been consistent supporters of the Canadian Association of Tourist and Publicity Bureaus incorporated under a Dominion charter five years ago, which is serving a useful purpose as clearing house for exchange of ideas, with a view to co-operative action.

Co-operation with the Parks Branch of Department of the Interior.

As indication of co-operation with the Parks Branch of the Department of the Interior, we may mention that the Canadian Pacific organized in 1926 the Trail Riders of the Canadian Rockies, to encourage greater use of the trails in the National Parks in that territory. This Order has 1,500 members, and among its various activities conducts an annual four-day cross-country riding and camping trip. Last summer there was organized, under the company's auspices, the Sky Line Trail Hikers of the Canadian Rockies, which will encourage Trail Hiking within the Banff and Yoho National Parks. The hiking movement has grown to an enormous extent in Europe and Great Britain. In the latter country the Youth Hostel Association, providing simple accommodation for hikers, has 30,000 members. The Chalet-Bungalow Camps of the Canadian Pacific provide moderate-priced accommodation for hikers in the Banff and Yoho National Parks and the Mount Assiniboine Lodge, at Mount Assiniboine. We suggest that the Parks Branch might do well to study the Youth Hostel organization, with a view to encouraging hiking in Canada in the other National Parks, where there is at present inadequate accommodation.

Winter Sport.

The recent development of skiing has been encouraged by extensive advertising in the United States and Canada. Special Ski Excursion trains have been run into the Laurentians—such as the Canadian National have run—and the local hotels in that territory did an excellent business last season. The Winter Sport season at Quebec is advertised heavily by the Chateau Frontenac. The

Winter Sport season in the Rockies extends into April, and is attracting winter sport enthusiasts particularly to the Skoki Valley, north of Lake Louise, and to Mount Assiniboine Lodge, which is operated for that purpose during March and April for the Canadian Pacific by Erling Strom, skiing instructor at the Lake Placid Club.

Proposal for National Maple Week.

In the hope of drawing more attention to the tourist attraction provided by the brilliant Fall colouring of the Canadian woods, the Canadian Pacific organized last October a competition for the most beautiful and the largest maple leaves sent in, the judges including two Academician members of the Royal Canadian Academy, Charles W. Simpson and Robert W. Pilot. Ten thousand leaves were submitted, the prize for the most beautiful maple leaf going to a lady in New Brunswick, and for the largest maple leaf to a six-year-old boy in British Columbia. In a truly co-operative spirit, the Canadian Pacific suggested at the Conference of the Association of Canadian Tourist and Publicity Bureaus that this be developed into a National Maple Leaf Week. The Canadian National Railways supported this proposal which was enthusiastically adopted. We suggest that this Honourable Committee of the Senate recommend that the Parks Branch of the Department of the Interior be authorized to contribute \$5,000 towards this Canadian Maple Leaf Publicity Campaign, so as to make it a truly National Movement.

Proposal for Pictorial Postage Stamps.

We are of the opinion that a great impetus to the tourist industry of Canada would be given if the whole population could be made more "tourist conscious", and we submit for consideration the suggestion of employing the postage stamp, something that everybody uses and knows, for this purpose. While pictorial postage stamps have been issued from time to time by the Canadian Post Office, for instance, illustrating historical incidents, these have been issued for the higher denominations, and therefore have been sought after chiefly by stamp collectors. Mr. Coolican, the Assistant Deputy Postmaster General, very kindly sent me a set of the pictorial postage stamps, which runs from five cents to as high as a dollar. Our suggestion is that the three cent stamps used for postage in Canada and to Great Britain and the United States, and possibly also the five cent stamp used for letters to Continental Europe, be considered as a means of tourist propaganda. We suggest that twelve designs of the oblong shape be issued during the year 1935, at intervals of one a month, each of the first ten to illustrate the most spectacular beauty spot or point of interest in each of the nine Provinces, and the Yukon, the eleventh stamp to illustrate the North West Territories and the twelfth to incorporate the Maple Leaf Emblem of Canada. In order to interest everyone in this idea, the Postmaster General might prepare, say, half a dozen suggested illustrations for the stamp of each Province, on which the citizens of that Province would vote by referendum, the most popular design being used. A patriotic appeal should be issued to the people of Canada by the Government to increase their correspondence so as to advertise Canada to their friends in other parts of Canada and elsewhere, using these stamps, and in this way the increased revenue to the Post Office would more than cover the additional cost of these new stamps. In all probability there would be so much added revenue that the surplus profits might be earmarked as a fund for tourist advertising.

Support J. B. Harkin's Recommendation of Inter-departmental Committee at Ottawa.

While we do not believe in the advisability of any proposal to pool advertising funds in a central office, or do anything which would interfere with the present practical and efficient method of territorial concentration in their advertising to secure tourist business by Canadian transportation interests, Provincial Government and Municipal Tourist Bureaux, we welcome the suggestion of Mr. J. B. Harkin to establish a Committee of Federal Department officers at Ottawa, composed of representatives of the customs, immigration, radio, trades and commerce, and justice departments, to smooth out any troubles arising in connection with tourist business. We have in mind the case of an outstanding American lecturer, whose moving picture travelogues have an immense circulation in the United States, and who has been prevented from sending his cameramen to Canada this Summer owing to prohibitive customs regulations regarding moving picture apparatus, thus depriving Canada of valuable publicity which would have cost us nothing. I understand he is trying to get this overcome at Washington. He wrote me the other day that after three months he had not been able to accomplish it.

Recommendation for Extension of Federal Government's Motion Picture Activities.

Considering the value of motion picture publicity intelligently directed we recommend that the Parks Branch be allotted a larger appropriation for its excellent motion picture work, enabling other tourist interests to have a larger and more varied supply of subjects in standard or 16-millimetre size than is at present available. An additional \$20,000 might well be spent in this connection by the Federal Government.

Recommendation in regard to any Federal Government National Magazine Campaign in Foreign Countries.

If the Government is prepared to undertake a National Magazine Campaign in the United States, which the tourist interests already concerned do not feel financially competent to spend themselves, we strongly recommend that the advertisements should specify that any enquiries should be referred to the various Canadian transportation or territorial interests concerned, so as to avoid any suggestion that the Canadian Government was engaging in propaganda for other than tourist purposes in a foreign country. In this connection, we may point out that if the Federal Government were to sponsor a National Campaign of this nature, the National Parks of the United States might retaliate by undertaking an extensive Campaign of Advertising in Canadian publications, and with the unlimited purse for public expenditures at present available in the United States, we might lose more than we gain.

None of the Governments substantially advertising in the United States are doing so under their own names.

The CHAIRMAN: Mr. Gibbon, would you recommend expenditure by the Government to encourage tourist business from the United States to Canada?

Mr. GIBBON: I do not candidly recommend the Government advertising in its own name, Mr. Chairman.

The CHAIRMAN: I mean for advertising Canada generally, but not in the name of the Government.

Mr. GIBBON: I believe advertising to be effective must be very carefully thought out and planned. If the Government has the money to support an association such as that now existing, all very well, but the work should be done with great discretion, because you may, I am afraid, get a boomerang. I know what happened in the case of immigration in Europe before I came to Canada. The Canadian Government was just shut up in a number of countries. A transportation company was permitted to advertise; the Canadian Government was barred. I am afraid if the Canadian Government under its own name entered on a campaign it would be unwise. However, that is just a personal opinion.

Recommend Federal Government Increased Co-operation with Association of Canadian Provincial and Tourist Bureaux.

We also suggest to this Honourable Committee of the Senate that the Parks Branch be authorized to co-operate to the fullest extent with the Association of Canadian Provincial and Tourist Bureaux, of which it is a member, and to follow the example of the Quebec Provincial Government by inviting that Association to hold its next Conference at Ottawa, the Federal Government providing such hospitality as may be required by those who have to travel from a distance.

Then at the end of the brief I give an analysis of hotel registrations, as supplied by Mr. Matthews, who is here, to show the growing percentage of motor travel to Canada. In the case of each hotel it will be seen how many tourists came by motor, train and airways, and in the case of the Chateau, how many came by the Canada Steamship Lines and how many were local. It is the enormous increase in motor travel that has resulted in the Canadian Pacific directing considerable advertising in connection with its hotels at motorists.

I noticed in the Montreal Gazette some reference to Mr. Theodore Morgan's remarks before this Committee. As I understand it, he indicated that the Canadian Pacific Railway was not advertising in Europe, but that the Canadian Pacific Steamships were advertising their services to Australia and the Orient. Well, Mr. Morgan is very familiar with Montreal but not with our organization. Even in these hard times we are spending about \$150,000 a year for tourist traffic in Great Britain and Europe. It would probably pay us better if we spent some of that money in the States. I should like to refute Mr. Morgan's statement while it is still in the air.

Hon. Mr. HOCKEN: Would you favour the creation of a department here at Ottawa, supported by the Government, to supervise and assist in the tourist trade?

Mr. GIBBON: Not to supervise. I think that a clearing house would be very good, and I think that this Committee is an excellent suggestion.

Hon. Mr. HOCKEN: How would you suggest that the Federal authority could assist?

Mr. GIBBON: By co-operating with the Canadian Association of Tourist and Publicity Bureaux, which really represents very thoroughly the provincial Tourist Departments and other tourist traffic interests. If the Government has money to spare, it could help this Association. But candidly, I do not think a new department here is necessary.

Hon. Mr. HOCKEN: As I understand you, you would favour the Government subsidizing these various tourist traffic agencies?

Mr. GIBBON: Subsidize the Association, let us say, and let the Association decide upon the practical details to be followed.

The CHAIRMAN: The Association to which you are referring is the one of which Mr. Morgan is President this year?

Mr. GIBBON: No. Mr. Hele, of Toronto, is President of it this year. The Dominion Government Parks Branch is a member of the Association.

The CHAIRMAN: Would you suggest a committee in Ottawa with the Parks Branch co-operating?

Mr. GIBBON: Yes, I think that would be an excellent suggestion.

The CHAIRMAN: If there were such an organization, considerable duplication might be avoided?

Mr. GIBBON: I do not think there is a great deal of duplication now. For instance, the province of Quebec is I think spending \$165,000 a year. Mr. Bergeron is here to represent that province, and he will probably be saying something about this. Now, I have their schedule, I am familiar with their campaign, and our advertising agents are advised so that there will not be any duplication. In fact, we like our advertisements to appear in the same issues as the advertisements by the Quebec Government.

The CHAIRMAN: When I spoke of duplication I had in mind the situation in the Maritime Provinces. A tourist coming into New Brunswick from Maine, for instance, and intending to spend a few weeks in the Maritimes, needs three booklets and three maps.

Mr. GIBBON: We have one that covers the whole territory.

The CHAIRMAN: In the Maritime Provinces there is separate publicity for Prince Edward Island, Nova Scotia and New Brunswick.

Mr. GIBBON: A little publicity is a good thing.

Hon. Mr. PARENT: It is inconvenient for the traveller to have to refer to three maps if he wants to tour the Maritimes. As Senator Dennis says, if you are in Nova Scotia you get a map that covers that province only, and if you go to New Brunswick you need another map, and if you come up to Quebec you need a different map again.

Mr. GIBBON: Well, if a tourist comes to the Canadian Pacific Railway he can get a general map.

Hon. Mr. GREEN: Mr. Gibbon, referring back to your proposal for pictorial postage stamps, and your suggestion that the Postmaster-General might hold a referendum with a view to ascertaining the most popular design, have you any plan in mind as to how that could be done? Would not a general referendum cost a lot of money?

Mr. GIBBON: I think it would be for the Post Office Department to find the most economical way of carrying out that idea. I used the word "referendum" roughly. Notices could be placed up in the post offices and in schools, for example, showing the suggested designs, and asking for recommendations. I do not think the cost would be very great. I am always for economy; I would not recommend anything expensive.

Hon. Mr. BUCHANAN: The parks of Canada that you advertise in the United States and Europe are, generally speaking, those that are reached by the railways?

Mr. GIBBON: In our time-table folder we are making just now a map showing all the parks, regardless of whether we reach them or not.

Hon. Mr. BUCHANAN: But you feature the attractions of the parks that are served by your railway, such as Banff?

Mr. GIBBON: Well, we naturally prefer to increase our own traffic.

Hon. Mr. BUCHANAN: We have a number of other parks that would make a strong appeal to tourists, but which are very inadequately advertised. For instance, there is the Buffalo Park at Wainwright. There is nothing like that on the continent, and in my judgment it is not given enough publicity. You do not think it would be wise for the Government of Canada to carry on a publicity campaign. But unless that is done, the parks that are under control of the Government will never become known as they should be. You seem to fear that if the Dominion Government advertised some of our special attractions, the United States Government might retaliate in a similar campaign respecting their country. I am strongly of the opinion that our parks could be made one of our strongest attractions for tourists not only from the United States but from Great Britain. A little publicity is being given in the United States at present by officials of the Parks Branch, but there should be an organized effort to reach the whole of the United States and Great Britain. And how could this be done better than by some kind of publicity campaign? And if the Government is not to do this, who will?

Mr. GIBBON: I think you could do it, as far as newspapers and magazines are concerned, through travel associations such as this, and indirectly through moving pictures, booklets, and in other ways. As a matter of fact, Wainwright is on the Canadian National Railways. There is no reason why the Canadian National Railways could not do it.

Hon. Mr. BUCHANAN: I have a pet park of my own, and it has to rely for publicity on the Great Northern Railway, because it happens to have a hotel there. But I feel that all these parks should have wider publicity, and I do not see any other way of doing it than through the Government itself.

Mr. GIBBON: I agree that it is a very good thing. I am only pointing out what I think is going to be a danger if the Government, under its own name, undertakes a big campaign in the United States.

The CHAIRMAN: Mr. Harkin pointed out the other day that when there was an exchange between the Radio Commission here and some of the stations in the United States, we furnished programs to them featuring our national parks. Three programs were broadcast, and then the United States stations decided to put on a campaign for their own parks.

Mr. GIBBON: There is the reaction. They were disturbed by the fact that this propaganda was coming through, and I dare say it was very easy to sell the campaign for which the Federal Government paid.

The CHAIRMAN: It was free.

Mr. GIBBON: The United States Government paid for the United States parks campaign.

The CHAIRMAN: Oh, yes. That may be true.

Mr. GIBBON: You can do a certain amount by radio; but after all, the Radio Commission was established, I understand, in order to eliminate advertising from the air.

The CHAIRMAN: Have you any suggestion in regard to the development of interprovincial travel?

Mr. GIBBON: By the provinces themselves advertising for business?

The CHAIRMAN: No, the Federal Government advertising a "See Canada" campaign, pointing out the advantages of the different provinces.

Mr. GIBBON: That would be very good. I think this stamp idea will create interest. I understand that governments all find it difficult to obtain money unless there is general support from the people. I should say it would be wise for the Government to first of all make the people tourist conscious. Our idea of this stamp proposal was this. You could imagine everybody in one province

voting for the design for their stamp. Supposing we started with Prince Edward Island, then came on to Nova Scotia and then to New Brunswick; the cumulative effect would make everybody in Canada keenly interested in this tourist business. At the same time, there would be a great deal of interprovincial advertising provided if the stamps were issued in a popular denomination.

Hon. Mr. BUCHANAN: You made reference to an American lecturer who was unable to bring in his camera. Were the Canadian Customs officials the obstacle?

Mr. GIBBON: It is a ruling. Before he could get his motion picture camera through he would practically require an Order in Council, I understand. You can imagine the red tape that would have to be cut to get over that. If there was a central committee such as Mr. Harkin suggests, you would very quickly overcome that.

Hon. Mr. BUCHANAN: Has he abandoned the attempt?

Mr. GIBBON: He is still hoping. He is working through Washington.

Hon. Mr. BUCHANAN: I think that is an argument in favour of a national tourist bureau in Ottawa—to deal with matters of that kind—either a national committee or a bureau.

Hon. Mr. PARENT: Would you care to say anything concerning these small camps for tourist accommodation that are to be found along the roads? Have you had occasion to see any of those small camps?

Mr. GIBBON: No. I have seen the Federal Government camps in the parks. In Banff Park they are very well run.

Hon. Mr. PARENT: I am speaking of very much smaller camps than that.

Mr. GIBBON: I think they ought to be supervised in order to see that they are sanitary and so on. That is a provincial Government affair.

Hon. Mr. PARENT: But I would think you might give an opinion as to the advisability of these things existing.

Mr. GIBBON: Well, I don't think the Government needs to build these, except in parks where there are building regulations and the Government wants to do the thing properly. There is always private enterprise ready to put up these camps.

Hon. Mr. PARENT: I am pointing this out to you particularly, because some of them seem to be of a very poor character. Is not that likely to have an effect on the tourist traffic?

Mr. GIBBON: I think the Quebec Government has done a very fine thing in encouraging comfortable and attractive small hotels. Along the road to Gaspé, for instance, there is a string of excellent hotels—I have just been in two of them—encouraged by the Road Department. This has done a great deal for the tourist traffic of the province of Quebec. If the other provinces could do as well as the province of Quebec has done in that respect, it would be a very fine thing.

Hon. Mr. MACARTHUR: Do I understand you to say that the present organizations can work more effectively with grants from the Federal Government than a national bureau could do if it were established?

Mr. GIBBON: I would like the Federal Government to use the co-operation existing between the various tourist bureaux.

Hon. Mr. MACARTHUR: You have read the evidence of the other gentlemen, have you?

Mr. GIBBON: Just what I read in the newspapers. I read Mr. Harkin's evidence. He is the only one that I have read in full.

Hon. Mr. MACARTHUR: Most of them favour a national bureau.

The CHAIRMAN: I understand that you favour the work of this Committee.

Mr. GIBBON: It is a fine thing, a very fine thing.

The CHAIRMAN: And secondly, that in any recommendation we make to the Government you think we should keep in mind the organization of the tourist bureaux with headquarters in Montreal, and the idea of working in co-operation with them?

Mr. GIBBON: Yes.

The CHAIRMAN: And that there should be a committee composed of members of the various departments—Trade and Commerce, the Parks Branch, and other departments interested—to work in co-operation with that bureau.

Mr. GIBBON: Yes.

The CHAIRMAN: Thank you, very much indeed, Mr. Gibbon. We appreciate your great kindness in coming here. The information you have presented will be of benefit to us in formulating our recommendation.

Hon. Mr. McLENNAN: May I ask whether you have considered the advisability of having smaller units than a provincial board? What I notice in France is that almost every town or district has a syndicate to which you can go for information, and so on. Would that be more effective than a big provincial layout of the attractions, in which a man would have to hunt for the particular information he happens to want at the time?

Mr. GIBBON: Of course there are a few municipal bureaux already. Saint-John, New Brunswick, has one; I think Charlottetown has one. There is one in Halifax.

Hon. Mr. McLENNAN: And one in Cape Breton.

Mr. GIBBON: Montreal has one, and Quebec City; Toronto has one, Calgary has one, and Victoria has a very active one. I rather think Mr. Bergeron should explain. There is something of that in the province of Quebec, where they are trying to get information from different groups as to the facilities within a particular territory. I would rather you should let someone who can speak more authoritatively on that subject deal with it.

The CHAIRMAN: Thank you.

With your approval, gentlemen, we will now hear from Mr. C. K. Howard, Manager of the Tourist and Convention Bureau of the Canadian National Railways, Montreal.

Mr. C. K. HOWARD (Manager, Tourist and Convention Bureau, Canadian National Railways): Mr. Chairman, I did not prepare a brief because I did not know just what form the inquiry would take, but I shall be very glad to give you any information I have, and if it meets your wishes I am prepared to forward a brief on my return to Montreal.

May I say in considering this proposition I think you honourable gentlemen have started something that is bound to be of benefit to the tourist industry in Canada, which is one of the largest things we are engaged in developing.

The transportation companies were first in this field. It was not until after the war period that other bureaux were formed, and these have accentuated the efforts made by the transportation companies. The transportation companies not only had to secure the business, they also had to provide accommodation in many out-of-the-way places to take care of tourists after they were secured.

The tourist business can be divided into several classes:—

1. Organized party business that travel through Canada for this or that reason. This business has been developed to quite an extent.

2. The summer resort business.

3. The short trip tourist who comes for a few days for perhaps a short sight-seeing trip in some of our provinces.
4. The winter sports business.
5. The convention and group business. This has been developed within the last few years, so that it is a very important part of our tourist traffic.
6. The sportsmen business. This covers those interested in fishing, hunting or canoe trips.

The Canadian National have about seventy offices in the United States and other foreign countries—sixteen as a matter of fact in the United States.

The various departments of the Federal Government have been of great assistance to us in the development of tourist traffic generally, and particularly in the development of the sportsmen traffic. The Natural Resources branch has developed a wonderful series of maps for canoe trips, and also some very fine motion pictures both in the Parks Department and the Trade and Commerce Department. The Parks Department have also had lecturers out for some years doing a wonderful job in the United States, particularly in those parts where advertising has not yet penetrated to any very great extent.

The Government has also through those branches done considerable advertising by getting out a large number of booklets which have been not only interesting but very instructive. They have helped a very great deal in the work of developing the tourist business.

The transportation companies work in close harmony in developing this business, because our aims are exactly the same. The Canadian Pacific Railway, The Canada Steamship Lines, and ourselves have used every effort in bringing people to Canada. We support our offices in the United States. Those offices are furnished with motion pictures. The men in charge are experts in directing transportation to Canada, and if it were not for those offices we would not be getting the business we are enjoying to-day.

The transportation companies are probably giving out as much information in connection with roads as they are in connection with their own transportation interests, because there is no other source of information in most of the cities of the United States and in other countries outside the offices of transportation companies.

The development of the tourist traffic is, in my opinion, just in its infancy. We have not yet told the story of Canada in the United States, particularly in the southern states. That is a virgin field. What little has been done has been accomplished by the transportation interests, and we are not well known south of the Mason and Dixon Line. There is no question about that.

My suggestion is that whatever this Committee may do or whatever may be the result we should first concentrate on the United States, because there we have 120,000,000 people who are all potential travellers and visitors to Canada.

The interprovincial tourist traffic is also worthy of a good deal of consideration. Just how to approach that is a matter of opinion. The transportation companies have been doing their share of that, and we have never been very successful, because apparently our Canadians are not as travel-minded in their own country as they are abroad. They go to Europe when they will not cross Canada. There are reasons for that. Nearly every province has its own attraction, and our people do not see the need of going somewhere else to spend a holiday when they can get it nearby home.

I want to state my appreciation of this Committee for getting together and giving other interests an opportunity of expressing their views for whatever they may be worth. I do believe something should be done along these lines, and so far as the other interests with which I am concerned can help, we are at your disposal in any way you may desire.

That is all I can say at the moment, Mr. Chairman, but I shall be very glad to prepare a brief along any line you care to indicate.

Hon. Mr. HOCKEN: You say your agencies in the United States have been supplied with motion picture films.

Mr. HOWARD: Yes.

Hon. Mr. HOCKEN: How do they use those films?

Mr. HOWARD: In several ways, depending on the circumstances. One of our men will take a small camera with motion pictures to a man's home and show it to him and his family and friends. Another way is to get the pictures before groups that are thinking of travelling; for instance, such groups as the Knights Templars, the Shriners, the Knights of Columbus, and so on, who may be contemplating a trip and want to see what the place looks like before they go. If somebody comes in who is interested in a trip to Jasper Park, or Minaki, or the Maritimes, for example, the pictures will be put on and shown right in the office.

Hon. Mr. HOCKEN: You do not have those pictures shown at the regular picture theatres?

Mr. HOWARD: That has been done, sir, but not through us. It has been done through the Parks Branch at Ottawa, and the Trade and Commerce Department.

Hon. Mr. HOCKEN: Those pictoures are supplied to the theatres free, I suppose?

Mr. HOWARD: I suppose so, but I do not know.

Hon. Mr. HOCKEN: As educational features?

Mr. HOWARD: Yes sir. They are one of the most effective media.

Hon. Mr. FOSTER: Mr. Howard, you said that you did not think that the story of Canada had been told. You realize that that is one reason why this Committee is sitting here?

Mr. HOWARD: Yes sir.

Hon. Mr. FOSTER: You have said that you think the most fertile field for the encouragement of tourist traffic is in the United States, and that we should probably increase our campaign in that country. But you have not told us in a concrete way what you think this Committee might recommend that would have a strouger effect than anything you have been able to do in the past.

Mr. HOWARD: The transportation companies have their own interests to serve, and they advertise what they have on each of their several lines. But there has been no general campaign of advertising of Canada as a whole. It would take a man of greater experience in the advertising field than I to say just how that can best be done. My own thought in the matter is that the suggestion made by Mr. Gibbon is a good one, that through a central bureau, such as the Canadian Association of Tourist and Publicity Bureaux, backed up by sufficient money, a campaign of advertising might be carried on. But it would be just as important as that to have people go through the United States, appearing before certain bodies, and telling the story, just as has been done to some extent by the Parks Branch.

The CHAIRMAN: Mr. Howard, please bear in mind that we have a majority of newspaper men on this Committee.

Mr. HOWARD: I have not a thing against the newspapers, not a thing in the world. But the personal contact is what brings people to Canada, that and the follow-up.

Hon. Mr. FOSTER: You heard the question asked by the Chairman of the last gentleman who appeared from the Canadian Pacific Railway, as to a Federal organization, an interdepartmental committee. Do you favour that?

Mr. HOWARD: I favour a committee of representatives of those departments in Ottawa that have been instrumental in doing so much good. If I understood

Mr. Gibbon rightly, I think his objection to the Dominion Government advertising as a government was that there might be criticism from other countries. And I think he is right in that.

Hon. Mr. HOCKEN: Would that apply to advertising by provincial governments?

Mr. HOWARD: Not so much, sir, I think. A number of provincial governments are advertising now and I have not heard of any criticism with respect to them. I do not know that there would be criticism if the Dominion Government advertised as a government, but there might be. I think it would be better to have the advertising done through some other source. Suppose the Dominion Government was advertising in the United States, whom would it direct inquirers to for information? You have got to have some set-up whereby people can get information. For instance, a man in Texas should not have to write to Ottawa for information, but should be directed to some source where he can get his facts quickly, such as to the offices already established by the transportation companies.

Hon. Mr. FOSTER: How long have you been connected with the tourist bureau of the railway?

Mr. HOWARD: Practically all my life, but particularly for twenty-five years.

Hon. Mr. FOSTER: I have been particularly impressed by those figures given by the Canadian Pacific Railway, showing the very large falling off in the use of the railways by tourists. I suppose you have noticed that decline, in more ways than one?

Mr. HOWARD: Yes sir.

Hon. Mr. FOSTER: I should like to know if it is not possible to devise some scheme whereby tourists could be encouraged to use the railways more extensively. I think that is very important to both roads, that the services they have to offer should be brought to the attention of visitors to Canada. Of course, motorists who come here from the United States buy gasoline and contribute to our public treasuries in that way, but I believe the country would benefit more by the assistance that would be given to the railways if large numbers of these people travelled by train.

Mr. HOWARD: There are two ways of looking at that question. The transportation companies are always bound to enjoy what we call the long-haul travel. I do not think the motor vehicle is going to affect that so much as it affects the short-haul travel. Take a man with a family, a wife and a couple of children. If he owns a small car and gets two weeks' holidays he is likely to travel about and stay at the overnight camps. If he does not own a car he probably will not buy four railway tickets to travel to this country. What I am trying to make clear is that I think there is a lot of tourist travel that the railways have never had and consequently never lost. There is of course other travel, by people with more money, that we have lost when they come by motor car, and there is no doubt that the transportation companies have suffered on account of the competition by the motor vehicle. On the other hand, I think the motor vehicle has made more people travel-minded, so to speak.

The CHAIRMAN: Mr. Howard, I gathered that Mr. Gibbon felt that in the work of this Committee and in our recommendations to the Government we should be guided to a considerable extent by the views of the officers of the Canadian Association of Tourist and Publicity Bureaux. What is your view as to that?

Mr. HOWARD: Yes, sir, I agree with that, for the reason that our bureau represents all the interests that are developing tourist travel in Canada. That was really the object of having the organization formed. You see, formerly

there was no co-ordinated opinion. For instance, British Columbia was carrying on in a certain way, and Nova Scotia might be carrying on in a different way, and in any event there was no co-ordination. The formation of this association, taking in all these interests, has resulted in a certain concentration of opinion, which I think has been good for us all. We get the other fellow's idea and he gets ours, and through that means I think we have made certain advancement that could not have been made in any other way.

The CHAIRMAN: Well, while we should give very careful consideration to all suggestions made to this Committee, it is your view that we should be specially guided by the recommendations of the Canadian Tourist and Publicity Bureau?

Mr. HOWARD: I would say this. As far as my personal knowledge is concerned, I know of no better information you can get on this particular subject, because it is the life job of the men in that bureau to develop that particular feature of our national life.

Hon. Mr. BUCHANAN: Regarding the question raised by Mr. Gibbon about an advertising campaign conducted by the Canadian Government probably offending another country, I cannot help thinking of what the Government of Canada did in the way of publicity in the days when we were trying to induce people to leave the United States and come to Canada. We as a Government advertised over there in newspapers and magazines, and had agents in all the large centres in the Middle West and the Western States for that purpose. There was not any retaliation on the part of the United States. They did not attempt to attract people from Canada, and induce them to go down and buy orange groves in California or Florida. I am wondering whether, if we did put on a campaign of selling Canada in the United States under Government auspices the reaction would be as serious as Mr. Gibbon imagines.

Mr. HOWARD: I cannot answer that question in just that way, but for the last seven or eight years the figures compiled by our Government Bureau in connection with tourist travel have been disseminated through our own press and that of the United States to a very large extent, and the powers in Washington, particularly the United States Chamber of Commerce and the various passenger associations are saying to their people, "Why are you spending so much money in other countries? Travel in your own country and see that." There is undoubtedly that tendency in the United States. They want, so far as they can, to keep the dollar at home.

I think we have made too much of the figures which, after all, are only an estimate. They may be as accurate as could have been secured, but in my opinion we have always talked too much about them. We can talk about the tourist traffic in other ways than in dollars and cents. It may be true that we got \$350,000,000 in 1929, but why should we tell everybody that most of that came from the people of the United States?

Hon. Mr. BUCHANAN: Would not the United States be just as much offended if the Canadian National Railways or the Canadian Pacific Railway advertised extensively?

Mr. HOWARD: No, sir, because we have been doing that now for something like forty-five years, and there has been no offence. I think the point Mr. Gibbon was trying to make was this: He thinks that advertising is a good thing, but he thinks that if the name of the Dominion Government was attached to it there might be a reaction. I had not thought of that until he brought it up here this morning, and without thinking the matter over I would not like to give a definite opinion. I am only pointing out what has happened. The figures we have quoted in our press time and again have excited that feeling in the United States "Let us keep our people at home. See America first"—Meaning the United States.

The CHAIRMAN: Has not American advertising in Canada had the effect of stimulating interest here in our tourist resources, and in the benefits of developing our tourist industry in a big way? I do not think we would be here this morning if we had not been impressed by what the various States have accomplished. It works both ways.

Mr. HOWARD: Quite. The United States railways are advertising here just as we are advertising in the United States. I know of no government that is advertising.

The CHAIRMAN: If you pick up the Saturday Evening Post, or Time, or the Sunday papers that come into Canada, you will see that they are featuring the attractions of the United States and endeavouring to pull people from Canada into that country. Take California, for instance. It was pointed out by Mr. Harkin, I think, that a tremendous number of Canadians—remittance men, as he described them—were there spending the winters. If we have something to sell, and the members of this Committee are convinced of that—and the C.P.R. is spending nearly \$1,000,000 a year in publicity—certainly we should advertise it. What is the objection to advertising?

Mr. HOWARD: No objection at all, sir. I was asked to give my opinion on the point that Mr. Gibbon was trying to make. The question is should the Dominion Government do the advertising as a Dominion, or should it be done through some body. I think that is the point.

The CHAIRMAN: Yes. Mr. Gibbon made that quite clear.

Hon. Mr. BUCHANAN: I think it is the opinion of the Committee that we should give consideration to an advertising campaign that would apply to the whole of Canada—a series of advertisements. Up to the present time the tourist business has been carried on in a small way, or through the provinces or tourist organizations. What is in my mind is this: Can we carry on a campaign under the name of the Government of Canada to sell Canada as a whole to the tourist? It might be wise, as has been suggested, to have the name of an outside organization appear, but I cannot see that the fact that the Dominion of Canada is doing the advertising would cause any unfavourable reaction in the United States.

The CHAIRMAN: I should like to have Mr. Dolan's view on that point.

Mr. DOLAN: Unfortunately, Mr. Chairman, I was not here when Mr. Gibbon spoke. Judging from the discussion that I have heard since I came in, I would say there are countries which adopt a name—like Russia, which uses "In Tourist"—to do their advertising in the United States. I cannot agree with anybody who makes the submission that we would lose anything by having the stamp of the Dominion of Canada on any advertising that appears in the United States. I get pretty tired of hearing about retaliatory measures. I wish we would do something sometime to find out what would happen. For anybody to seriously submit that if this country were to advertise for tourists in the United States there would be retaliation is, to my way of thinking, not worthy of very serious consideration by this Committee or anybody else. The States are advertising in Canada—the State of Maine advertises in Canada, and I think some of the Western States advertise in British Columbia.

This country has got to establish some bureau with Government support and approval and endorsement to advertise Canada in the United States, and to quibble over whether the advertising should be done by the Government or by some bureau or other operated and controlled by the Government—well, I do not see the necessity of arguing over it. That may be brutally frank, but that is my view.

The CHAIRMAN: Are you an official of the Canadian Association of Tourist and Publicity Bureaus?

Mr. DOLAN: Yes, sir, I am on the executive.

Mr. HOWARD: I agree with what Mr. Dolan has said. No matter how it is done, I am in favour of advertising. The question is, what is the best method. That is the question I understood you to ask me.

Hon. Mr. FOSTER: It seems to me to narrow down to whether a certain line of advertising should be carried on, not by the Dominion Government, but approved, sanctioned and sponsored perhaps by it.

The CHAIRMAN: I think we should respect Mr. Murray Gibbon's view regarding advertising bearing the official stamp of the Dominion Government. We should work in the closest possible co-operation with the Canadian Association of Tourist and Publicity Bureaus.

Hon. Mr. HOCKEN: It is Dominion-wide in its operations.

The CHAIRMAN: Yes. To my mind the point made by Mr. Gibbon is thoroughly sound, but I want to get Mr. Howard's view. Mr. Dolan gave us a comprehensive brief yesterday. I understood he was a director of the association, and I wanted to secure his view.

When Mr. Harkin appeared before the Committee the other day he stated there was one phase of the tourist business never discussed, but which he considered important. He said:—

Because of our climate a very large number of Canadians, after they get to a certain age and have a certain amount of money, go to live in California or Florida. They become, in effect, remittance men. Their investments are largely in Canada, and the amount of Canadian money that they are drawing out of the country, mainly into the United States, is substantial. We have worried a good deal about it and estimate that it runs to about \$100,000,000 a year. There are 105,000 Canadian-born people living in California. Let us suppose that only half of these are "remittance men", they draw out of Canada a tremendous amount of money each year. We have felt sometimes that we might be able to divert that traffic to the West Indies, so that, in effect, the money would remain in Canada. It is something we have not gone into very fully, but it is an aspect of the tourist business, that I think this Committee should consider.

I thought you would like to have Mr. Harkin's view.

Hon. Mr. MACARTHUR: I should like to ask Mr. Dolan this question. Could not the Canadian Association of Tourist and Publicity Bureaux carry on advertising under their name for the whole of Canada equally and effectively as a federal branch if it were formed? Do you think the stamp of Canada would be beneficial rather than detrimental?

Mr. DOLAN: I do, Senator MacArthur.

Hon. Mr. MACARTHUR: That is directly contrary to the opinion of Mr. Gibbon and Mr. Howard.

Hon. Mr. PARENT: Mr. Howard said he was not quite ready to form an opinion.

Mr. HOWARD: Yes. The gentleman asked me what the reaction has been already.

The CHAIRMAN: I think we must respect the views of Mr. Murray Gibbon of the Canadian Pacific. His company is spending approximately \$1,000,000 a year on publicity. How much is the Canadian National spending?

Mr. HOWARD: We are spending about the same amount.

The CHAIRMAN: Certainly if any persons should be able to give us sound advice on how to proceed it should be Mr. Murray Gibbon and yourself. We are certain to be greatly influenced by the views of the Canadian Pacific Company.

Mr. J. O. APPS (General Executive Assistant, Canadian Pacific Railway Company): Mr. Chairman, may I make a suggestion? The question of freight passing through Canadian ports to the United States is now receiving the attention of the Canadian Government. The Canadian National and ourselves have had various consultations on the subject. The United States Government is doing everything it can at the present time to influence the routing of freight through American ports. Now, if we as a Government start into the tourist business, I feel it will be bound to react. Therefore I would suggest that the Canadian National and ourselves have a further consultation and write to you.

The CHAIRMAN: That will be perfectly satisfactory, Mr. Apps.

Mr. DOLAN: Perhaps I might add a little to the brief answer I made to Senator MacArthur. He asked me whether the Canadian Association of Tourist and Publicity Bureaux could operate as effectively as the Government. In the final analysis if we are going to do anything the federal Government must supply the money. It would be a rather strange proceeding on the part of the Government if they handed over a grant of that kind without having some representation in an organization which would handle the tourist industry of Canada. Our own association to-day is pretty much as Mr. Howard has said. It is an association composed of various tourist travel organizations in Canada. We spend no money on advertising. We have no organization which would be possible at the present time to effectively conduct an advertising campaign for the travel-minded people of this continent. That is the reason why I say that a Government-approved and directed body would, I think, perform more efficiently than our own organization as it is constituted to-day. There is no doubt that our executive committee of the Canadian Association of Tourist and Publicity Bureaux could act in an advisory capacity and from time to time sit in with the officials of the federal bureau and advise them as to our own activities, giving them the result of our experience in various parts of the country. In that way it would be possible to put over a very effective and, I think, profitable campaign throughout the country.

I have every respect for the opinion of Mr. Gibbon who has certainly been in this business a great deal longer than I; and the Canadian National Railway officials as well. They may know of some very cogent reasons why the advertising as appearing in the United States should not bear the stamp of the federal Government. There may be ramifications of the transportation business of such a character that they may affect us; that I do not know. But at the same time I am mostly concerned with seeing this country get down to business in securing tourist traffic. I am not so much concerned now whether our bureau when established should carry some insignia of the federal Government, or whether it should be purely an independent commission. After all, with due deference, I think the vital point of your program is to get busy and have some organization in operation.

The CHAIRMAN: Thank you.

Hon. Mr. MACARTHUR: A somewhat case is the Canadian National Railway System. The Government supplies the money, and yet nobody can approach the Government in regard to the management.

The CHAIRMAN: Mr. Gibbon, would you be kind enough to let us have a further communication in reference to the departments you think should be associated with the official bureau that you have mentioned. Perhaps you could go into that more fully and let us hear from you next week.

Mr. GIBBON: Yes, Mr. Chairman.

The CHAIRMAN: The same request applies to you, Mr. Howard.

Mr. HOWARD: Yes, Mr. Chairman.

Hon. Mr. PARENT: Have you anything to do with the Canadian National Magazine, Mr. Howard?

Mr. HOWARD: No.

Hon. Mr. PARENT: You read it occasionally, I presume?

Mr. HOWARD: Yes.

Hon. Mr. PARENT: Do you think there is enough advertising in that magazine so far as the railways are concerned?

Mr. HOWARD: I cannot answer that question very intelligently because I have not very much to do with it, sir. We have tried to secure advertising from other sources in order to make the magazine pay.

Hon. Mr. MACARTHUR: It is more for the employees.

Mr. HOWARD: Yes, the employees pay for the magazine. We carry very good ads in the magazine of our own hotels and other interests.

The CHAIRMAN: Thank you, Mr. Howard.

Mr. Matthews, would you care to give us some information this morning?

Mr. H. F. MATTHEWS (General Manager of Canadian Pacific Railway Hotels): Mr. Gibbon and I worked on this brief together.

The CHAIRMAN: We should like to have your views. Mr. Van Wyck, of the Canadian National Hotels, appeared before the Committee yesterday.

Mr. MATTHEWS: Of course, being in the hotel business, and the hotels I am connected with being owned by a transportation company, we are in a peculiar position. That is why the Canadian Pacific Hotels launched out into the campaign to get motor traffic, supplementary to the activities of the Railway Traffic Department. We own a chain of hotels that we must fill up if we are to pay expenses, and if the railway and steamships do not produce enough business to fill them up, we must encourage business from some other direction. That is why we have gone after the motorists. We are spending some money, working through the agencies of the American Automobile Association which has some 370 offices, I think, in the eastern and middle States, as far south as Carolina, and in the Pacific Coast States of Oregon, Washington and California. We have made arrangements with them to represent our hotels in each and every one of their offices, and we supply them with literature. And in newspapers in certain territories we direct the attention of prospective motorists to pamphlets which they can obtain from the automobile club offices.

The CHAIRMAN: Have you any suggestion, Mr. Matthews, as to any recommendations that this Committee could make to the Government?

Mr. MATTHEWS: My opinion is pretty much in line with that expressed by Mr. Gibbon. I am perhaps influenced by other reasons than he may have been. In our contacts with American agencies of one kind and another, we have encountered this spring something that we have not previously felt to any extent, namely some pressure by United States railroads to route people going to the Pacific Coast out and back on their own lines instead of going one way through Canada. Working through some other agencies, such as the tourist companies, we have been able to hold our share of one-way business of the round trips. These tourist companies, in organizing their parties, have insisted that in order to make the trip more delightful it should be one way through Canada.

We keep up an annual contact with some two or three thousand organizations which we endeavour to attract to Canada when they hold their conventions. We have to work on these organizations a year, or two or three years sometimes, in advance of the time when they may decide to meet in this country. During the past few weeks, in the course of such work, we have experienced an unusual hesitancy about making arrangements to come here. Various executives

say that they have to spend so much time in Washington, in connection with the N.R.A. and codes, that they think they had better stay in their own country and spend their money there.

The CHAIRMAN: Is that not an additional reason why we should be aggressive in our own interests this year?

Mr. MATTHEWS: Yes, I think so. But I feel, as Mr. Gibbon does, that a campaign in the United States would be more effective if carried on under some other name than that of the Dominion Government.

The CHAIRMAN: But you are in favour of a publicity campaign to sell Canada?

Mr. MATTHEWS: I am in favour of a campaign by any agency that has the money to spend. I wish we could do more, but we are doing all we can afford to do now. The more publicity that is given to this country the better it will be for us.

The CHAIRMAN: We have present Mr. Arthur Bergeron, a representative of the province of Quebec, and I would be glad if Hon. Senator Parent would introduce him.

Hon. Mr. PARENT: Mr. Bergeron is the Publicity Director of the Department of Roads of the province of Quebec. Are you ready to make a statement, Mr. Bergeron?

Mr. ARTHUR BERGERON (of the Department of Roads, province of Quebec): Yes sir.

Hon. Mr. PARENT: Will you give us a general outline of the publicity campaign that you carry on?

Mr. BERGERON: Mr. Chairman and honourable gentlemen, I did not prepare a typewritten brief but I will send you one next week. I have some notes here, and I will endeavour to give you an outline as suggested. But first may I say that the Honourable Mr. Perreault, our Minister of Roads and President of the Province of Quebec Tourist Council, extends to you, Mr. Chairman and to the Committee his compliments. He is very glad that you have undertaken the work of studying and encouraging the tourist traffic in Canada. That traffic is of national importance, for it benefits every citizen, whatever his business or walk in life. It increases the population of our country, and increases the number of consumers of every commodity. Thus it is a distinct boon to commerce, industry, agriculture and all other activities. It is the opinion of our province that, even if no direct revenue was received by the Federal Government from the tourist traffic, there should be Federal co-operation with the provinces, hotel associations, big transportation companies and other organizations in the work of promoting that traffic. Some people seem to be of the opinion that the step taken by this Committee is to a certain extent an indication of inadequate activity on the part of the provinces. I am sure this is not the case, because your Committee knows very well what is being done by the various tourist organizations in Canada.

For many years all the provinces have been spending money trying to attract tourists to Canada, the extent of their efforts depending on their financial resources. The work done to date by the provinces, the transportation companies and other organizations cannot be overlooked. They have done a great deal to make Canada better known both by outsiders and by our own people. They have been the pioneers in tourist promotion in Canada, and it is thanks to their efforts that we have a tourist trade which last year amounted to \$117,000,000, and which in times of prosperity amounted to nearly \$300,000,000.

Hon. Mr. Perreault wanted me to state that he feels, no matter what is being done by provincial organizations, the Federal Government should spend money advertising Canada.

I wish to mention some of the organizations that have promoted this tourist traffic. First, there are the Highways departments of the various provinces, which have built a fine system of motor roads. Then there are the Fish and Game departments, the departments of Lands and Forests and other provincial departments connected in one way or another with the promotion of the tourist traffic. There are also various tourist and publicity bureaus operated by provincial governments or on behalf of various cities and districts. These bureaus are to be credited with most of the tourist business in recent years.

Among the provinces which have tourist organizations are Ontario, which has a very active tourist bureau; Quebec, which has a tourist and publicity bureau and regional tourist promotion bureaus, or syndicates, as they have in France. New Brunswick has been very much alive to the value of the tourist trade, and very active in promoting it, with most gratifying results. Nova Scotia, also, has a tourist bureau, as have Prince Edward Island, Manitoba, Saskatchewan, Alberta, and British Columbia, where they have the Victoria and Island Publicity Bureau which is most active.

I should like also to mention the major transportation companies: the C.P.R., the C.N.R., the C.P.O.S., the Canada Steamship Lines, which have contributed much to tourist promotion. There are also the Montreal Tourist and Convention Bureau, the hotel associations, the chambers of commerce, boards of trade, and so forth. Then there is the Canadian Good Roads Association, grouping all the provinces. This Association was founded twenty years ago, and has always been keenly interested in tourist promotion, both by highway construction and maintenance and by making known the attractions of Canada. Its annual conventions, interprovincial conferences and fact finding committees have always been directly connected with the advancement of the tourist trade.

There is also the Canadian Association of Tourist and Publicity Bureaus, which was founded five or six years ago, and which is a grouping of all the major tourist organizations. This association has studied every phase of tourist activity, the best methods of promoting the tourist trade, and has been a most useful link between the bureaus of the various provinces. It has co-ordinated this work to a great extent, and has brought about a greater uniformity of method.

The Canadian Association of Tourist and Publicity Bureaus has forwarded each year to the Federal Government, resolutions in support of the promotional work undertaken by the various provinces and bureaus.

The part of the Federal Government has been far from negligible. The National Parks Branch, the Natural Resources Branch and others have afforded splendid co-operation by issuing road maps and other maps, booklets on the national parks and the various provinces, containing general information of all kinds, for use by the provinces. They have also referred to the provincial tourist bureaus numerous requests for information, have preserved historic sites and monuments, and have co-operated in many other ways. Mr. Lynch, Mr. Harkin, Mr. McCallum and Mr. Coats are very well known in tourist circles in all provinces.

The provinces exchange tourist information extensively, as statistics will prove. There is, to a certain extent, competition as far as the American tourist is concerned, but it is of the most friendly nature; a cordial spirit exists; and the activities of the Highway departments, the tourist bureaus, the Canadian Good Roads Association and the Canadian Association of Tourist and Publicity Bureaus have done more than any other organizations for the promotion not only of tourist traffic, but of understanding and good will.

So there is an organization already existing, but this organization will not be complete, will not be co-ordinated as it should be, will not have the means to achieve definite success for Canada as a whole, until the Federal Government

joins in the work, gives its official sanction, spends money, in Canada and abroad to advertise our attractions, and takes the lead in tourist promotion. This is what is requested and urged and expected by all provinces and citizens, and the Senate is to be thanked for having taken the first necessary step in this direction.

I have now, Mr. Chairman, two series of notes, one on the organization of the tourist bureau in the province of Quebec, and another containing a few suggestions to the Committee. With your permission I will deal first with tourist promotion in the province of Quebec.

The first step in the promotion of the tourist traffic was taken by the Roads Department in 1923, with the issuance of an official Bulletin giving information as to road conditions and various other matters of interest in the province. That Bulletin has been published for the last eleven years. It is distributed widely through the tourist bureaus in the United States, through the press and the hotels, and 10,000 copies are mailed every month to these organizations. This has proved a very good means of advertising our province.

In 1925 our Government appropriated \$50,000 for the purposes of the province of Quebec tourist association. With that money the association undertook an educational campaign among hotel keepers.

In 1926 the Roads Department entered the field of tourist promotion. It issued the first official highway and tourist map—50,000 copies—a map that has been published ever since. To-day we are distributing a half a million copies to the United States and Canada. In 1926 our department also prepared and edited two booklets giving general information on the province. The scale upon which this advertising has been carried on has been enlarged every year. The development has been gradual and methods have been improved, but even yet our organization is not perfect or complete, because, as Mr. Howard said, the tourist trade is still in its infancy. Nevertheless we have something that you might be interested in.

Tourist organizations existed prior to 1923, as you see, and promotion was undertaken on a very large scale, and last year the organization was co-ordinated by the Tourist Act passed by our Legislature, which gave an official status to the provincial tourist bureaus, created a provincial tourist Council, and gave official encouragement to regional tourist promotion bureaus, or, as we call them in French, *syndicats d'initiative*.

As to equipment of the province, we have 4,880 miles of railroads, not counting tramways in cities and towns. Quebec and Montreal are the terminals for ocean steamers in spring, summer and the fall. We have also the Canada Steamship Lines, the Clarke Steamship Lines, and others for inland navigation.

With regard to roads, our province possesses 16,000 miles of motor highways, built or improved since 1912. These roads give access to all districts, link all cities, towns, villages, regions, and form a homogeneous network. Our roads afford numerous connections with the United States and our sister provinces. Maintenance is done at the Government's expense by the Roads Department. Since 1912 we have spent \$150,000,000 in improving and building our roads. Just now the Department has a program of straightening and resurfacing under way covering 1,000 miles of road. This when completed in a few years will give us an absolutely modern system of main highways. The Department has also eliminated turns, sharp curves and railroad crossings. The widths of our roads have been increased and every precaution has been taken to render them safe and pleasant to drive on.

Hon. Mr. HOCKEN: How much of those roads are hard-surfaced?

Mr. BERGERON: We have about 2,500 miles of hard-surfaced roads; the balance are in gravel. We lay the dust on about 2,000 miles with calcium chloride and oil.

Our province has 2,000 well equipped hotels both in cities and in the country. In 1927 our Department inaugurated a hotel improvement service especially for the country hotels. We had lecturers travel through the country and we published a few booklets giving information to country hotel men on how to keep their hotels full. There has been a very appreciable improvement in our hotels, and as a matter of fact the accommodation is very good all through the province. Of course, there is still something to be done, and our hotel improvement service, in co-operation with the association of city hotels and of country hotels, is working on this. The subject is being dealt with very well.

Regarding the principal assets of our provincial tourist bureau, we have our natural beauties, our panoramas and our landscapes. We have the Gaspé Peninsula, for instance, which is not a local or a provincial attraction, but national in its appeal. Many people are drawn to Canada from the western United States and cross Ontario and visit New Brunswick and the Maritimes just to see Gaspé. We consider this a national attraction. Then we have in addition the Laurentians north and west of Montreal, the Eastern Townships, Montreal, Quebec, Trois Rivières, and our St. Lawrence 1,000-mile drive. You start from the border of Ontario and you can go around Gaspé and back all along by the water.

We have also an abundance of fish and game in the Laurentide Park and other areas. These are well known to sportsmen.

We have also what we think is a unique asset in the French characteristics of our province—peculiar habits, customs, architecture. Above all, we place the hospitality of our people. We advertise this particular asset because we think that tourists from the United States and from the other provinces are interested in seeing something different.

These assets we carefully preserve and develop and exploit, and this is the reason why our tourist organization was formed.

And now regarding our geographical situation. Relatively it is unfavourable owing to the long distances people have to travel to come and see us. We border only on the New England States, which contain about one-tenth of the population of the United States, and we have to advertise extensively to get to the market of the remaining nine-tenths. This is a heavy disadvantage, for the tourist season is short. Nevertheless, as you will see, we have obtained pretty substantial results.

I come now to statistics of our tourist trade. Leaving aside rail and steamer traffic, representing about twenty-five per cent, seventy-five per cent of our Canadian tourist trade is by motor. Tourist cars entering the province have increased from 1,500 in 1915 to about 650,000 cars in 1933, not counting Ontario short-stay visitors.

The revenue was estimated at \$4,400,000 for 1915 to 1918—five years; at \$130,000,000 for 1920 to 1927—eight years; at \$262,500,00 for 1928 to 1932—five years; and at \$35,000,000 in 1933, including motor, rail and road. The total revenue for nineteen years is \$431,000,000.

We take account of the tourists coming into the province by the international boundary, and also to a certain extent tourists coming first through Ontario and the Maritimes. Of course, ninety per cent of our market has to come through Ontario first, so we have to take account of that in arriving at our total revenue for the nineteen years.

Now I come to the organization of tourism. I have already told you of the creation of the Provincial Tourist Council. Its purpose is to unite and co-ordinate information and work of all those in the province who can contribute or help in the development of the tourist industry. This Council includes Government and private organizations under the direction of the Minister of Roads, who is the president. The Council has no executive capacity. It is purely advisory and is, so to speak, a clearing house for information and study. It has been in operation for only six months, and of course its work has not been completed, but

it has already studied almost all the phases of the tourist industry—roads, hotels, promotion, preservation of our attractions, and so forth. It has enabled us to perfect our methods of advertising and to distribute more wisely the money we have for various promotion purposes.

The CHAIRMAN: What is the personnel of the Council?

Mr. BERGERON: It includes the Roads Department, the Lands and Forests Department, the Fish and Game Department, the Department of Agriculture, which is in charge of handicrafts and the beautification of the roadside by farmers, and so on. It also includes the Hotels Department under the jurisdiction of the Provincial Treasury, Traffic Control Department, the Police Department and similar government organizations. It also includes the hotel associations and societies for the preservation of our peculiar characteristics. The Council is not complete yet, but probably will be completed this year. The object of the big transportation companies was to form a contact body representative of all those interested in promoting the tourist trade.

The CHAIRMAN: It is an honorary body?

Mr. BERGERON: No. It is an advisory body and holds regular meetings. It is composed of executives of other tourist organizations. We have also the provincial tourist bureau, under the jurisdiction of the Minister of Roads and that has charge of all documentation and publicity. It is operated in much the same way as the tourist bureau of New Brunswick and of Ontario. Then we have subdivided the province tentatively into about twenty-five districts, and it is the intention of the council and the tourist bureau to form in those districts local regional bureaus which would advise the council in connection with advertising. We have already formed six of these regional bureaus, as follows: St. Maurice Valley, including Trois Rivières, Shawinigan Falls, Grand'Mère and La Tuque; Lake St. John and Chicoutimi; Charlevoix and Saguenay; Hull, Gatineau, Pontiac and Lievre; Beauce District and Quebec District. These districts combine in themselves the provincial tourist council and the provincial tourist bureau for their own district. In France there are about five hundred such bureaus, but we do not think it is advisable to have so many, for it splits the work and the results. As I have said, we expect to have about twenty-five all together in the province.

Hon. Mr. BUCHANAN: You do the organizing of these, do you?

Mr. BERGERON: We try to have the local body do the organizing. We carry on a campaign and meet people, and we try to interest those who have initiative. The local people must do their own share of the work. One object of the organizations of this kind is to have the people in the various districts become aware of the value of the tourist traffic and try to promote it.

In promoting tourist traffic our department will probably spend \$200,000 this year. That will cover advertising, the publication of booklets and other forms of promotion.

Hon. Mr. BUCHANAN: Do you carry on advertising under the name of the Government?

Mr. BERGERON: Under the name of the Provincial Tourist Bureau of Quebec. I shall have a few things to say later on that.

The CHAIRMAN: What percentage of the advertising would be done in newspapers?

Mr. BERGERON: Out of that \$200,000 about \$75,000 would be spent on magazine and newspaper advertising.

The CHAIRMAN: What percentage in the United States?

Mr. BERGERON: I might say that in the United States we would spend about \$65,000.

Our tourist publicity was modest at first and mainly concerned with motor travel, which constitutes 75 per cent of our tourist traffic and will always be the dominant part of it. The scale of the publicity is now wider and embraces all types of transportation. As to documentation, we collected in 1928 and 1929 complete documentation for all the districts and places in the province. That work took a couple of years, and the results were published in a book that comprises almost a thousand pages and forms a general guide of the province. That documentation is being kept up-to-date constantly with the help of the regional tourist bureaus, whose duty it is to collect information for their own districts, and keep it up-to-date.

We advertise all the tourist districts. We have general booklets giving information on the province as a whole, and sectional booklets covering Montreal, Quebec, Trois Rivières, the eastern townships, the Gatineau, Pontiac and Lievre, the Laurentians west and north of Montreal, the St. Maurice Valley, the Laurentide National Park, Chicoutimi, Charlevoix and Saguenay, Gaspé Peninsula and the eastern townships. We have been especially careful to advertise the Gaspé Peninsula, which was scarcely known at all five years ago. Our province has built a highway 600 miles long around the Peninsula, and keeps it in first-class shape. Last year we took a census during the month of August and found that tourists came to the Peninsula from every Canadian province and from thirty-six out of the forty-eight American states. And at Hull we found cars from all the provinces and all the states and a few foreign countries.

Hon. Mr. HOCKEN: Can you tell us what proportion of the cars came from the United States?

Mr. BERGERON: It was a large proportion. In the month of August we took a count of cars entering the province at Cross Point, Matapedia, Ste. Rose du Dégelé and Vaudreuil, also on the road from Toronto and over the three bridges into Hull. We found that during the month of August the total number of automobiles entering the province was 306,000, mainly from Ontario. Of course the bulk of that traffic was from Ottawa to Hull. There were 18,000 automobiles from the United States.

Hon. Mr. MACARTHUR: How do you get those statistics?

Mr. BERGERON: We have two men covering each of several points eighteen hours a day, from 6 a.m. to midnight, every day of the month.

Hon. Mr. MACARTHUR: Do you depend for your information upon the licence plates?

Mr. BERGERON: Yes, the licence plates indicate where the cars come from.

Hon. Mr. MACARTHUR: You do not interview the tourists?

Mr. BERGERON: No.

Hon. Mr. MACARTHUR: You do not have any questionnaire filled out?

Mr. BERGERON: No.

We found out that fifty per cent of our tourist traffic, both interprovincial and international, entered first into another province.

This year we will distribute 1,150,000 booklets and maps. We have, as I told you, the tourist bulletin, the road map, about ten booklets in English for American tourists and tourists from the sister provinces; we have a French booklet for our own people and for Franco-Americans, and we have just prepared a booklet for English tourists, which is going to London to be distributed by the Quebec agent and the C.P.R. We have our general guides, guides of Gaspé, in French and English, a list of hotels, ferries, bridges, golf links, and so forth.

We carry straight advertising in all leading American and Canadian newspapers. We advertise in Ontario and New Brunswick, and in the United States—

The CHAIRMAN: You have not reached Nova Scotia yet.

Mr. BERGERON: Oh, yes, we have reached it.

We use about eighty of the leading newspapers in the United States and Canada. We also advertise in all French papers in the United States—about twenty-five of them—and use all national magazines in both the United States and Canada. I have specimens of our advertisements that are just now appearing.

The CHAIRMAN: We should like to see them later, if you will leave them with the Committee.

Mr. BERGERON: We also advertise in guide books, tour books and maps. For instance, we are affiliated with the American Automobile Association which covers the whole United States, and advertise in their guides and maps.

One of the most interesting branches of our advertising is, I think, the feature story campaign—that is news items and articles illustrated, that are distributed and released through syndicates in the United States. Last year we released a certain number of stories. The name of the tourist bureau does not appear, and it does not look like advertising. It is simply a story or a news item. These were published by 1,000 American newspapers.

Hon. Mr. MACARTHUR: Free?

Mr. BERGERON: Sure.

The CHAIRMAN: You took the newspapers into camp.

Mr. BERGERON: This year we have doubled our campaign, and expect to reach at least 2,000 newspapers.

Hon. Mr. MACARTHUR: Are those true stories or fiction?

Mr. BERGERON: Oh, any kind, so long as they present our province well—celebrations, historical facts, anything that shows our province at its best. There was not a day last year when the name of Quebec and some information about it did not appear in some newspaper or magazine; and I do not think there will be one this year.

The CHAIRMAN: The majority of the members of this Committee are newspaper men, and they are learning something this morning.

Mr. BERGERON: Oh, no. They know that.

We will also extend our campaign to Ontario, and we carry on a similar campaign in Quebec in French, just depicting the attractions of the province in a casual way.

We also send exhibits to expositions and have window displays in New York and other places. We operate information bureaus and distribute our literature in about every large city in the United States. We have acquired the good will of about 700 authorized organizations, which do not merely accept our literature, but ask for it regularly, and who distribute it to tourists free. This is a very nice form of co-operation. Last year we had official representation, so to speak, in 437 cities in the United States, Ontario and New Brunswick. I have a list with me. It includes almost every city in America.

We also have an information service by means of correspondence, to give all the information necessary as to routing and everything connected with touring.

We take part in photographic and other competitions, so as to have the province of Quebec mentioned as often as possible. In short, we use all types of publicity.

Hon. Mr. BUCHANAN: At what time of the year do you carry on your publicity campaign?

Mr. BERGERON: In the spring and during the summer. Of course, if we had enough money to extend the campaign over several months of straight advertising, it would be better; but we do the best we can. We advertise in

May, June and July, and sometimes in August. The life of advertising in magazines is much longer than that in newspapers, so we take the space in magazines earlier, and it is read months after it appears. This is where the Federal Government could join with us.

At one o'clock the Committee rose until 2.30 p.m.

AFTERNOON SITTING

The Committee resumed at 2.30 p.m.

The CHAIRMAN: Gentlemen, if we cannot conclude our business by 3 o'clock I would suggest that we get permission from the Senate to meet this afternoon, because I understand there is to be an adjournment of the House. By sitting this afternoon, if necessary, we might be able to clear up a good deal of the important evidence. Therefore with your permission I would move:

That a report be made to the Senate recommending that the Committee be authorized to sit during meetings of the Senate.

The motion was agreed to.

The CHAIRMAN: Now, Mr. Bergeron.

Mr. BERGERON: Mr. Chairman, regarding what the federal Government should do, I understand your Committee wants to encourage tourist traffic, and to do so you will have to spend some money. Various amounts have been suggested by the Canadian Tourist Bureaux Association. They have mentioned \$1,000,000.

The CHAIRMAN: Who mentioned \$1,000,000?

Mr. BERGERON: I think the Canadian Association of Tourist and Publicity Bureaux.

The CHAIRMAN: I do not think so.

Mr. DOLAN: Mr. Chairman, at our meeting in Toronto three years ago we passed a resolution, and the Association went before Mr. Bennett. At that time we had suggested an expenditure of \$1,000,000 under a five-year plan.

The CHAIRMAN: Over five years?

Mr. DOLAN: No; \$1,000,000 a year as a matter of fact for about five years.

The CHAIRMAN: It is only fair to state that our ideas have changed considerably since 1932.

Mr. DOLAN: Possibly, Senator, we acted on the idea that if we asked for \$1,000,000 we would get a quarter of a million. Unfortunately we got nothing.

Mr. BERGERON: I am not here to suggest any amount, but to suggest that the Federal Government spend some money to encourage tourism.

The CHAIRMAN: It seems to me that if this Committee is to go to the Government with a recommendation that funds should be spent, we should have a very definite idea of the amount of money required to do the job, and we should be able to substantiate our position.

Mr. BERGERON: Of course, the Government may spend any amount of money, but I think if it went into a campaign of national or international advertising a quarter of a million dollars would not be too much. It is a mere suggestion, because of course the matter of the outlay of money rests finally with you. Anyway, I think the first thing is to urge the Government to spend money. The

Hon. Mr. Perrault, my Minister, told me it was his opinion and the opinion of the Quebec Government if Ottawa wants to join with the provinces it must have a definite amount to spend each year on advertising.

We must remember that if you put in an amount for advertising you must choose the best way of spending it. We think the best way is to advertise in the United States, in England, and in other places where you may induce tourists to come to Canada.

Another point is, we think the money should be spent and the work directed by the Government itself. We do not think that you should appropriate a certain amount to each provincial organization, or that you should have your work conducted by these organizations, or either by the Canadian Association of Tourist and Publicity Bureaux. In short, the federal Government should do the work themselves and spend the money themselves.

The CHAIRMAN: On what do you base that opinion?

Mr. BERGERON: Because, for instance, the Canadian Association of Tourist and Publicity Bureaux is formed of executives of provincial organizations, but as an association it has no executive capacity. Is not that so? If it has an executive capacity, then each member of the association has its own work to do as head of his department. I think it would be best to have a tourist bureau in Ottawa spending its own money and doing its own advertising.

Whether the proposed bureau should be called the Dominion of Canada Tourist Bureau or the Canadian Tourist Bureau or by any other name, it should do the work itself, and call in other bodies in an advisory capacity. For instance, it might call into consultation the officers of the tourist services of the various provinces, the officers of the transportation companies, and the officers of the Canadian Association of Tourist and Publicity Bureaux. My opinion is that the work and the expenditures should be made by the Government itself.

Hon. Mr. PARENT: You think the federal Government should do it?

Mr. BERGERON: Yes, I am speaking of the federal Government, because if you selected any other body the federal Government would have to subsidize the work, and it would have to form a bureau of supervisors and executives, composed of officers of the departments at present concerned with the tourist business and under the jurisdiction of a federal Minister. I think there should be no friction between the federal bureau and the provincial bureaux. They would be free to work in their own way, and they would consult, as they are doing to-day with the Senate Committee or with any other committee of advisers.

Regarding the name the bureau should take, like Mr. Gibbon, I do not think the Dominion Government should have its name on any advertising. The bureau might be known as the Canadian Tourist Bureau, the Travel Association, or any other name that may seem desirable. But once more I think the Government should do the work themselves.

Hon. Mr. MACARTHUR: Like the camouflage news articles referred to.

Mr. BERGERON: I would say, let them do it themselves.

Hon. Mr. PARENT: It has been suggested that if the federal Government should come to the conclusion that it would be proper for it to spend money on advertising the appropriation might be handed to each province in proportion to population, with a view to their advertising their own attractions. This suggestion has been made not before the Committee, but it has come from outside sources. Do you think there would be much difficulty in the application of such a policy?

Mr. BERGERON: We do not see any difficulty in getting money. But would the Government simply subsidize the provinces in proportion to population and let it go at that without any supervision or anything else?

Hon. Mr. PARENT: That is the point.

Mr. BERGERON: Frankly, I think the federal Government should spend the money and should have a tourist bureau of some kind or another.

The CHAIRMAN: That is largely a matter of detail that can be worked out later.

Mr. BERGERON: Absolutely. Now, regarding the way to advertise, we think that the Dominion Government should begin by advertising in the United States. They could have series of straight advertisements in newspapers and magazines, the same as we have, and tie up their advertisements with those of the provincial bureaus, the Canadian Pacific and the Canadian National bureaus, so as to carry on mass promotion. If Ottawa decided to spend money on advertising we could devise a program of releases of straight advertising covering four months, six months or eight months, if you like, and all the provinces could to some extent pool their efforts. I think that Ottawa should also prepare a program of news items and feature stories on the attractions of Canada, to be published in the United States. We think that the first efforts of Ottawa should be made in the United States, because while it is a good thing to encourage interprovincial traffic the fact is that that does not do anything more than circulate money that already is in the country; it does not add to our collective wealth. We do not think it would be necessary for Ottawa to buy straight advertising in newspapers to boost interprovincial traffic. We think the Federal Government should release feature stories on the various attractions of the country. For instance, arrangements could easily be made with the press for the publication in the East of stories concerning the Rockies, and articles concerning the Maritimes should be prepared for publication in the West. In that way interprovincial traffic would undoubtedly be stimulated. If we prepare a motion picture and it remains in our office, it is not worth one cent to us. We think that in time we shall be able to arrange to have motion pictures distributed and shown for us in theatres by those companies which release current event films every week.

Hon. Mr. BUCHANAN: Have you experimented with motion pictures in Quebec?

Mr. BERGERON: We made a couple of motion pictures but we did not circulate them in the way I have just been speaking of, because that is something which requires very careful study.

Now, Mr. Chairman, I think that in addition to advertising abroad and in Canada, the Federal Government could prepare a few booklets of general interest on Canada. For instance, the main attractions of all the provinces could be described in a booklet, which could be distributed widely in the United States through the co-operation of the various bureaus. I think there would be no cost in connection with that except for the booklets.

Also, a Federal tourist bureau could carry on a campaign for highway beautification. I think the suggestion has already been made that Ottawa could organize beautification contests between Ontario and Quebec, for instance, as to which province has the most beautiful main highways. And such a bureau could also send out safety propaganda, and encourage hotels to improve their cuisine and general services. In fact, the possibilities for such a bureau are very wide. The first step that the Dominion Government should take is to decide to spend a certain amount of money in promoting tourist traffic, and then to plan the best ways in which that money can be spent.

Once again I say, Mr. Chairman, that we think the Federal Government should have a tourist bureau, by whatever name it may be called. I think I have covered all the points upon which I wished to speak. If there is any information I can give you, I am entirely at your disposal.

The CHAIRMAN: Thank you very much, Mr. Bergeron. We understand, then, that the Government of Quebec is definitely in favour of an organization in Ottawa.

Mr. BERGERON: Yes.

The CHAIRMAN: To co-operate with the provincial bureaus and the various associations?

Mr. BERGERON: Absolutely. And once the Federal bureau is established we think there would be no difficulty in the way of it co-operating with other bureaus.

Hon. Mr. PARENT: In your remarks this morning you stated that you were advertising in London through the medium of the Canadian Pacific Railway?

Mr. BERGERON: Yes.

Hon. Mr. PARENT: I presume you did not mean to exclude the Canadian National Railways?

Mr. BERGERON: Oh, no. We have prepared a small booklet which we are distributing through our representative at London. We have asked for the co-operation of the Canadian Pacific Railway and we will ask for that of the Canadian National.

Hon. Mr. PARENT: I show you a map which comes from New Brunswick. I believe they make the same mistake there that we do in our province, namely that they pay very little attention to anything outside their own boundaries. If you look over this map you will see it does not give much help to the tourist as to how to get to Quebec.

Hon. Mr. FOSTER: Mr. Dolan might care to say something about that.

The CHAIRMAN: I think when Mr. Dolan gets tourists into his own province he wants to keep them there.

Hon. Mr. FOSTER: I can say that apparently the same thing is true of the Quebec Tourist Bureau.

Hon. Mr. PARENT: That is just what I say. I am broad-minded enough not to want one province ignored in favour of another.

Mr. DOLAN: I should like to make it clear that the province of Quebec has been as eager as any other part of Canada to co-operate with us. I think now that the Committee has heard Mr. Bergeron it can appreciate that we have tried to follow the very able leadership that he has given us. With regard to this map which is referred to by Senator Parent, the principal purpose of it is to show the roads leading from New England into New Brunswick. New England is the source from which we attract the most traffic. That explains why Quebec is shown here only in outline.

There is great Maritime unity in the development and operation of the tourist traffic: that is the reason of that map. It is purely a sketch map of the highways leading into the province of New Brunswick. The State of Maine, I would say, co-operates with New Brunswick more than any province in Canada. Its own director of publicity is to-day, and has been for two or three years, making lecture tours with pictures taken, not in Maine, but in New Brunswick. Maine works on the idea that every tourist who comes to New Brunswick will come through Maine.

It is not a sound argument to say that that map is an illustration of non-co-operation, because I think Mr. Bergeron will agree when I say that all the provinces, particularly New Brunswick and Quebec, are working in the closest harmony.

Hon. Mr. HORNER: I have no particular question to ask, but I should like to say that to me there seems to be a great lack of appreciation by the Canadian people of the value of the tourist traffic to the country generally. I have been talking to a man who was in Italy and Southern France, and although he was wealthy he objected to being held up. That is one thing that I think affects tourists in this country; our hotel rates are perhaps too high. I think our people could do something in that respect to show their appreciation. In the United

States, down through Texas—in San Antonio—they have men engaged to see that the tourists are well treated. I do not think there is enough being done in that way in this country.

Mr. BERGERON: The suggestion is a very good one, and the Ottawa Government could do more, perhaps, than anybody else to educate the people. The hotel men know that if they charge too much people will not come to them, but of course they have to pay expenses. I think the rates in the country hotels are very reasonable.

Hon. Mr. PARENT: What do you think of these small camps along the roads? Do you find that they provide sufficient accommodation for the tourist?

Mr. BERGERON: We think the legitimate hotels should be entitled to the tourist traffic, but owing to the demand from tourists these camps have been developed. Of course everybody has a right to build a camp on his own property, there is no law to prevent that, so they have built them. In Quebec the camps have been regulated. They must show a standard almost equal to that demanded of hotels. They must have running water and everything you can find in a hotel room. Besides that, there is a regulation now—it has not yet passed—that all camps must be connected with hotels, and must be owned and operated as an annex. Hotels that wanted to do so would build camps. That would bring them up to standard.

Hon. Mr. BUCHANAN: Are you speaking of an ordinary tourist camp where the people come in and put up tents?

Mr. BERGERON: Of course, it is very hard to object to that. If the American tourist wants to come in with his tent and camp on some private property, what can we do?

Hon. Mr. BUCHANAN: In the West we have tourist camps inside the city; some of them have cabins.

Mr. BERGERON: I do not think we have any in Quebec. We have them in the country.

Hon. Mr. FOSTER: Do you licence these camps?

Mr. BERGERON: They are licensed and inspected, and their visitors must be registered in the same way as if they were at a hotel. If the new regulation is passed the camps will be owned and operated only by hotel people.

Hon. Mr. HORNER: Don't you think the matter that I referred to a moment ago is one of the causes why these tourist camps have sprung up? The average tourist would prefer staying at a hotel, but for the high cost which has resulted in the hotels being emptied during the tourist season.

Mr. BERGERON: Absolutely.

Hon. Mr. HORNER: I should think it would be better to fill the hotel at a lower rate.

Mr. BERGERON: The big hotel owners know the situation very well; and know that if they lower their rates they will get more people. But they have a certain outlay. That is the problem. Some day they may have to lower their prices. The problem is one that must be attended to first by the hotel proprietor.

Hon. Mr. BUCHANAN: Do you find a tendency on the part of people to charge exorbitant prices not only for hotel accommodation but for other things when they know they are dealing with tourists?

Mr. BERGERON: Yes, but the situation remedies itself. When people have no money they won't pay.

Hon. Mr. HORNER: They used to think that a tourist passed but once, but they entirely forgot the fact that when he went home he talked about the treatment he had received.

Mr. BERGERON: That is a matter of education. There is no law to stop that.

Hon. Mr. FOSTER: You told us you had about two thousand miles of paved road.

Mr. BERGERON: Two thousand five hundred.

Hon. Mr. FOSTER: And about eighteen hundred miles of gravel road with dust elimination.

Mr. BERGERON: Yes, about that.

Hon. Mr. FOSTER: Would you be good enough to send in information to the Chairman regarding how much you spend on that, and the cost per mile?

Mr. BERGERON: Yes. I will do that. This year we spent about \$400,000 on dust elimination. I think the cost is \$250 a mile. I will get that for you.

Hon. Mr. BUCHANAN: What do you use? Oil?

Mr. BERGERON: Mostly calcium chloride.

The CHAIRMAN: Thank you very much, Mr. Bergeron, we appreciate the valuable information you have given us to-day. On behalf of the Committee I wish you to convey our compliments to your Minister and tell him how much we appreciate your brief.

The Committee rose at 3 p.m.

AFTERNOON SITTING

The Committee resumed at 3.20 p.m.

The CHAIRMAN: Now, gentlemen, we have Mr. J. C. Campbell, Director of Publicity, National Parks Branch. Senator Buchanan is particularly anxious that Mr. Campbell should make a statement this afternoon.

Hon. Mr. BUCHANAN: What I wanted to ask Mr. Campbell about was the nature of the publicity work carried on by the Parks Branch of the Department of the Interior.

Mr. CAMPBELL: It comes under twelve heads. Briefly it is this: the motion picture business, both sound and silent; we lend lantern slides to lecturers throughout the world; we have lectures supported by either motion pictures or slides; we have numerous assistants, volunteer lecturers and writers; we use the radio when we can; we offer articles for publication—and I have no apology to offer for the fact that our stories contain items of human interest; a good newspaper man is always looking for human interest stories—we publish park maps, pamphlets covering the eighteen parks, and other printed material; we furnish photographs and enlargements; we loan half-tones and line-cuts to magazines and papers and these small magazines got out by tourist organizations; we have also adopted music as a publicity medium, and such compositions as the Yoho Waltz, La Beauvert Gavotte and the Riding Mountain March have been played by bands all over Canada and where possible we send them to Great Britain and the United States; we also take part in exhibitions whenever we have money enough to enable us to do so. The last exhibition of any importance which I attended was Wembley, in 1924-25. We have information bureaus in our parks, with our own officials in charge, to give out information concerning the national parks.

One item that I should like to mention is the securing of Grell, who is now known as "The Beaver Man." In his early days Grell was a trapper in Northern Ontario and Quebec. He went overseas with the 13th Battalion, and when he came back he found the grounds practically decimated. He took two beavers home and domesticated them, and we learned that they would come to his call

and feed out of his hand. We located him, and had a motion picture taken of him and the beaver, and circulated it, and later moved him to Prince Albert National Park. Grell is not only a naturalist, but also a wonderful writer. One book that he has written, "The Men of the Last Frontier" is in its second edition. He is engaged on a book now which tells the story of the wild life of Canada. His other book has been translated into French and German. He is now on the staff of the national parks as a game warden. He is a half-breed, with an Apache mother.

Now I should like to read from Mr. Harkin's report of 1915. He says:—

Up to the present, efforts to attract tourist traffic have been left to the transportation companies. The country does not leave its immigration propaganda in the hands of the transportation companies, though they are direct beneficiaries from immigration.

Canada's "out-of-doors" both within and without the national parks, is a huge source of potential revenue. A tourist bureau, equipped to deal intelligently with the development of this great national asset appears justified, appears to be demanded in the best interests of Canada and its people. The Parks Branch, as the only federal organization having any direct concern in matters closely related to the development of tourist traffic, has given a good deal of consideration to the question of a tourist bureau. Many suggestions as to organization and policy in that regard have been developed. Several points stand out in this connection. Foreign tourists will not come to Canada unless they are made familiar with the attractions Canada has to offer them. Publicity by interested transportation companies can never be sufficiently effective or adequate because the public is apt to discount any literature issued by them, and any representations made by them, on the ground that they are primarily concerned in selling transportation and so are primarily seeking to secure the tourists' money by any means. The tourist, moreover, wants to know not only that there are worth-while attractions for him, but that when he arrives he will be assured of conveniences, comfort and safety. It is obvious that in regard to all these points, a federal tourist bureau alone can adequately and satisfactorily meet the situation. Personally I am convinced that an efficient organization can be developed at comparatively little cost, and that through it a huge revenue can be secured for the people of Canada, which will contribute materially towards meeting the extraordinary expenditures the country has to meet in connection with the war.

Now may I explain the National Parks service? It has had since 1911-12 a publicity bureau separate and distinct from the general tourist bureau turned over to Mr. Harkin last year. We have directed and looked after the National Parks publicity solely, mainly for the reason that the money spent is federal money and therefore the Government has a right to sell the scenery and to justify these expenditures.

I should like to review very briefly some of the benefits that have accrued from direct publicity in connection with one of our national parks. In 1930 we took over the Riding Mountain Reserve in Manitoba; in 1931 we had 38,129 visitors; in 1932, 53,102, and in 1933-4, 91,652. These visitors were chiefly our own people.

One of the contentions of the Commission has always been that we are doing good if we retain money in our own country. The Riding Mountain National Park is the latest; Prince Albert National Park in the province of Saskatchewan was founded just before the Riding Mountain Park.

Hon. Mr. GREEN: Tell us something about the attractions of the Riding Mountain Park.

Mr. CAMPBELL: They are a lake and bush. We have excellent swimming beaches, a golf course, tennis courts and good bungalow camps, where people can camp for thirty days for one dollar. Last year, by three o'clock on a Saturday afternoon you could not get camping space.

The CHAIRMAN: How many acres have you?

Mr. CAMPBELL: There are 1,128 square miles in that park.

Hon. Mr. PARENT: When you speak of camping, you mean tenting?

Mr. CAMPBELL: Yes, and there are also bungalows. You can fish free in a national park, but you are not allowed to carry a gun. We will either seal up your gun or pick it up when you go in and hand it back to you when you go out.

In Alberta we have the Buffalo National Park, which, I agree, has not been developed along publicity lines to as great an extent as it possibly should have been. But there is a reason for that, Senator Buchanan, and that is that the accommodation is very slight. There is nothing in the park. We could not allow overnight camping on account of the buffalo, and there is no accommodation at Wainwright, which is the nearest town.

Hon. Mr. BUCHANAN: The motor tourist could be appealed to to come to the Buffalo Park and then move away.

Mr. CAMPBELL: He has got to move out overnight. That is one of the disadvantages. We had 12,520 visitors to the Buffalo Park last year, and when you take into consideration the fact that there is very little tourist attraction anywhere near Wainwright, that is not so bad.

Then there is Elk Island Park, about twenty-five miles from Edmonton, which is becoming popular. Then there is Jasper National Park, which is the largest national park on the North American continent, covering 4,200 square miles. About 1,200 cars went in last year, although the road at times is far from good.

Then we have the Banff National Park which adjoins the Yoho Park. We are building a road over the backbone of the Canadian Rockies, skirting the side of the Columbia ice field from Banff to Jasper.

Hon. Mr. GREEN: What about Kootenay?

Mr. CAMPBELL: It is sixty miles long and ten miles wide. The Revelstoke Park is about 100 square miles in extent. We call that our one mountain park.

Then we come down to Waterton Lakes National Park, now known as the Waterton-Glacier International Peace Park. At the present time the road has been built through, and trails are being built. The fact that the United States Congress passed an Act and the Canadian Parliament passed an Act making this an international park does not mean that there is any change in it. Both governments administer their parks in the same way.

Question has been raised once or twice in reference to the contact work in connection with our parks. As Mr. Howard said, there was no use getting an inquiry unless you followed it up. One of the methods we used up to 1927 was an official lecturer, but when he died his position was not filled. Since that time I have had to take on the work myself, and have gone out every winter for from three to four months, going out to Vancouver, Victoria, down to Portland, Oregon, and Spokane. I have travelled 125 days and spoken 125 times. You gentlemen, who have taken part in elections, know what that means. For the information of Senator Buchanan I may say that we contact to-day Great Falls, Spokane, Missoula, Butte, and all the western cities of the United States.

One of the things we are chiefly concerned with to-day is the motor traffic, because the Federal Government spends its money on the highways, and must therefore endeavour to secure motor traffic. One of the difficulties we find is peculiar to Southeastern British Columbia. We have a very close contact with

the Chamber of Commerce and the Automobile Club of Spokane. In fact, on three occasions I have had our moving picture men go down to Spokane and come up to British Columbia—up the Banff-Windermere highway; and from Great Falls, to Waterton Lakes to Banff; and through the Yoho, over Kicking Horse Pass and back to the Columbia Valley, taking pictures. The National Park Engineering Service is at present building the eastern section of the Big Ben highway, and I understand the Department of National Defence is working on the western section. Until that is completed and the roads in Southeastern British Columbia are improved, it will be difficult to increase foreign tourist traffic. Until we get dustless roads we will not get the traffic that we are entitled to.

Hon. Mr. GREEN: That is a provincial matter.

Mr. CAMPBELL: For the last year I have made it my business each time I went to Victoria to take it up with the Minister of Public Works there. On one occasion I wired the Premier from Spokane. I felt that Spokane was doing so much, and giving us such extensive publicity on the Triangle Tour that something should be done. They promised me to have something done, but the road is still in the same dusty, sandy condition.

Hon. Mr. BUCHANAN: What I was interested in particularly was the question of publicity—whether our parks should not be advertised more. From what you say the traffic on this trip has been confined to really one section of the United States.

Mr. CAMPBELL: Practically, yes.

Hon. Mr. BUCHANAN: If our publicity extended over a wide area of the United States, do you not think it would help to attract tourists to our national parks?

Mr. CAMPBELL: Yes, but I would concentrate on the territory west of Chicago and west of Winnipeg.

Hon. Mr. BUCHANAN: But there really is not any publicity for all the parks.

Mr. CAMPBELL: Outside of about one hundred free-lance writers, and the slides we loan.

Hon. Mr. BUCHANAN: Do they go into all that territory?

Mr. CAMPBELL: Not all. They scatter all over. We have an arrangement with the Associated Screen News, in Montreal. We pay for the taking of the negative, and develop them. We make up a silent picture for loaning—we have pretty nearly a thousand of them, and they use theatrically the pictures which have an interest, such as the Grell pictures, or "She Climbs to Conquer," or, "Let's Go Skiing."

The general tourist bureau comes under Mr. Harkin, and we co-operate. I should like to tell the Committee that I do not know of any organization in the United States or Canada that we are not co-operating with, either through the general tourist section of the National Parks, or through my own publicity division. I want to assure you that the co-operation between the Trade and Commerce Department and the other sections of the government service is of the closest, and nothing has been overlooked as far as funds will permit us to go.

Hon. Mr. BUCHANAN: But I think you observed once or twice that you only had so much money, or that if you had more you could do better.

Mr. CAMPBELL: Surely.

Hon. Mr. BUCHANAN: What we are aiming at is to find out whether we can adopt a policy for the Dominion.

Mr. CAMPBELL: Surely.

Hon. Mr. BUCHANAN: The Dominion controls the parks; that is one of the great assets the Dominion has.

Mr. CAMPBELL: Yes.

Hon. Mr. BUCHANAN: And we ought to carry on a very extensive campaign to make our parks known wherever we can get tourists to come and visit them.

Mr. CAMPBELL: We considered that an enlargement of our present program would be very advantageous. The question of advertising money is a matter of policy, and one on which I could not very well express an opinion. There is no question, however, that if this work could be extended it would be beneficial.

Hon. Mr. BUCHANAN: How much are you spending on publicity for national parks?

Mr. CAMPBELL: My appropriation, less salaries, is \$18,000 this year.

Hon. Mr. PARENT: How much do salaries represent?

Mr. CAMPBELL: About \$22,000.

Hon. Mr. GREEN: One big detriment so far as the British Columbia end of it is concerned—and I do not know how far east of that it extends—is undoubtedly the question of the dirt roads.

Mr. CAMPBELL: Yes.

Hon. Mr. GREEN: And of course we have not anything to do with that. That is purely a provincial matter, but it behooves us who have access to the provincial government to get that fixed up. If those roads were made dustless, than those people coming from below the border would go right on through. At the present time, the moment they get to the dust road they swing back to their own country.

Mr. CAMPBELL: Take the Puget Sounders, for instance—that is a combination of Victoria, Vancouver, Seattle and Portland—who paid for this advertising in the Saturday Evening Post for a couple of years in succession; their contact man endeavoured to divert traffic to Canada, but except for going up to Vancouver the odds are against us all the time.

It is a remarkable fact, nevertheless, that during the years of depression we had the following number of visitors to our national parks: 1931-32, 616,000; 1932-33, 599,000; 1933-34, 569,000. In 1931 we had a twelve per cent increase; in 1932 a six per cent decrease, and in 1933-34, a seven per cent decrease. Under the circumstances I think that is not unsatisfactory.

The CHAIRMAN: I think we all realize that the Parks Department has been doing a magnificent piece of work; but what we are particularly interested in is the subject-matter of the motion appointing this Committee. The motion reads:

That a Special Committee of six Senators be appointed to consider the immense possibilities of the tourist traffic, to inquire as to the means adopted by the Government looking to its encouragement and expansion.

What I should like to know personally is, first, what is your view of the work of this Committee; second, what you think of a central information and tourist bureau, and third, how it should be set up.

Mr. CAMPBELL: In the first place, I do not think there is any question. I think every witness before the Committee agrees that this Committee cannot help but do a great deal of good. The second question relates to a matter of government policy. I do not think I can answer that.

The CHAIRMAN: Do you favour a central bureau of publicity and tourist development?

Mr. CAMPBELL: As you heard this morning, that is a matter of discussion as to how it should be set up.

The CHAIRMAN: Do you think there is work for such a bureau? Do you think the tourist industry would justify it?

Mr. CAMPBELL: A consolidation of the tourist and publicity efforts all over the country, certainly.

The CHAIRMAN: A federal bureau established here at Ottawa?

Mr. CAMPBELL: Yes.

The CHAIRMAN: As outlined here this morning.

Mr. CAMPBELL: There were two sides to it, and I am not in a position to pass an opinion.

The CHAIRMAN: You should be in favour of a bureau?

Mr. CAMPBELL: Yes.

Hon. Mr. BUCHANAN: You quoted the opinion of the Parks Department nineteen years ago.

Mr. CAMPBELL: What I am fencing on is the question of how it should be done. That is a matter of policy. I quite agree with the principle of it, yes.

The CHAIRMAN: Do you think there would be a satisfactory return from the investment in newspaper, magazine and radio advertising in Canada and in the United States, not necessarily advertising, but general publicity?

Mr. CAMPBELL: I am absolutely in favour of general publicity. Whether it would be a success or not depends largely on the form it took.

The CHAIRMAN: What would your idea of successful publicity be?

Mr. CAMPBELL: I am a great believer in contacts, because after you have sent a man a publication, or interviewed him, or had a motion picture show, it is of very little value if you do not follow it up. Selling mountains is like selling any other product. You sell to your wholesaler, who tells his travellers to sell to the retailer, who sells to the public. All three systems are right. I know from my fifteen years experience of selling a thing like the national parks of Canada to Spokane, with a population of 135,000, that it is a pretty difficult job when your roads are not good. Our best tourist traffic comes from California, because that is really the hub of the motor traffic of the Pacific Coast.

The CHAIRMAN: As I said before, we are thoroughly seized with the efficiency of the work of the National Parks Branch—the publicity work of the organization speaks for itself. Our job is the general tourist business. If you could give us the benefit of your long experience as to how we should set up an organization, or what we should recommend to the Government, we would appreciate it.

Mr. CAMPBELL: I understand that Mr. Harkin has prepared a brief on that.

The CHAIRMAN: You would rather not discuss it?

Mr. CAMPBELL: I would rather not, yes.

Hon. Mr. BUCHANAN: Will you admit that there should be greater publicity given to the parks separate and apart from the publicity of the Canadian National Railways and the C. P. R.?

Mr. CAMPBELL: Yes, and there would be more if there was more money provided. We are working to our limit now.

Hon. Mr. BUCHANAN: I can see that.

Mr. CAMPBELL: Lack of money—in fact, I am short of publications now. There is no question, however, that the greater the publicity, not matter what form it takes, the greater the benefit.

Hon. Mr. BUCHANAN: My feeling is that nearly all the publicity for the parks is confined to those parks adjacent to the railroads.

Mr. CAMPBELL: Oh, I hardly think all. Take Waterton Lakes Park, for instance. We have published numerous booklets on that. I have had three motion pictures on it in the last two or three years, and we have worked pretty close with the Great Northern Railway. We have tried to do our best.

Hon. Mr. BUCHANAN: What is being done for the parks that are not alongside the railway is being done also for those that are, plus the advertising that the railways are doing?

Mr. CAMPBELL: Exactly. But in connection with Waterton Lakes Park the Great Northern are doing quite a little.

Hon. Mr. GREEN: Are the Waterton Lakes accessible by motor?

Mr. CAMPBELL: They are thirty-five miles from Cardston, and thirty-five miles from Pincher Creek.

The CHAIRMAN: Thank you very much, Mr. Campbell.

Now, gentlemen, we will hear Mr. H. C. Shipman, of the Ottawa Industrial and Publicity Commission.

Mr. SHIPMAN: Mr. Chairman, I listened to the other witnesses who have appeared before your Committee. I am probably in an entirely different position from those who have spoken to you in that anything that I have done in the matter of advertising has been done personally and not as an established tourist bureau. I think, however, that it may be of interest to your Committee.

A year ago I was elected as a member of the City Council here, and as such I considered that I should take a greater interest in these matters than I had previously. My firm, as patent solicitors, has for the last twenty-five years specialized in taking out Canadian patents for United States citizens. Our business is all done by direct mail, and we have a large mail distribution. In a single year we have sent out as many as a half a million circulars to the United States. For the last two or three years, may be more, we have not been circularizing to the same extent. I realized that in sending circulars to the United States we were not availing ourselves of our privileges to the fullest extent, and that instead of sending the two ounces of mail, which we were entitled to send, we were only making use of the privilege to the extent of somewhere in the neighbourhood of one ounce. Therefore, last year I went to the Publicity Commission of the city of Ottawa and told them that if they would provide me with circulars concerning the city of Ottawa I would make good use of them. They furnished me with these circulars, and we mailed to individual persons in the United States no less than 40,000 circulars of the City of Ottawa.

After doing that I came to a realization that I was not only a citizen of Ottawa but a citizen of Canada and that there still remained space in our envelopes going to the United States. As a result, I got this small booklet which I have given to some of the members of the Committee, and which you will find, I think, covers in a general way the vacation possibilities of Canada, including the parks you have referred to, fishing, and other things of interest to anyone contemplating a vacation.

I have not heard anybody so far to-day speak of the industrial possibilities of Canada. We have covered that field in this booklet. Last year we had printed 35,000 copies of that booklet, and distributed it. This, I think, is the largest circulation of any publication of that nature which is going to the United States. Furthermore, this is not a holus bolus distribution to anybody who wants to take it up; it is personally addressed to individuals in corporations in the United States. Personally I think we have contributed to a reasonable extent towards the efforts to show that Canada is a land of opportunity for either industry or a vacation.

In passing, I want to pay a compliment to Mr. Chisholm, Mr. Campbell, assisted me in compiling considerable of the material which appears in both Mr. McCallum and Mr. Coats, of the different branches of the Government, who these articles in the booklet.

May I say that the publication is not printed for gain; in fact, we had a loss on it last year; but we are sufficiently interested in Canada to put out another edition this year with a guaranteed circulation of 35,000 copies.

May I draw attention also to the fact that in our business as patent solicitors we are not just taking money out of one pocket and putting it into another, but we are actually bringing new money in from the United States.

The thought that has come to me is this. We are but one particular business. Doubtless there are many other businesses in Canada which have contacts in the United States, and which are not making full use of the privilege

of sending two ounces of mail for one cent. Any organization you set up might think it worth while to consider the possibility of getting the various corporations and individuals who are sending mail to the United States and other countries from which we wish to draw tourist traffic, to enclose material of the kind I have referred to. You should supply them with the material, and in that way you would get a free distribution, and in that way the individual as well as the provinces, the railways, and other agencies, would assist.

This may strike you as a rather unique mode of procedure. Mr. Chisholm has on several occasions stated that we are the only people who are doing this.

The CHAIRMAN: Thank you very much, Mr. Shipman. We will keep in close touch with you.

Hon. Mr. MacARTHUR: Are these paid advertisements in these little booklets?

Mr. SHIPMAN: Yes.

Hon. Mr. MacARTHUR: Were all the provinces and the different bureaus solicited for material to be incorporated in it?

Mr. SHIPMAN: Yes. The various provinces are fairly well covered in the different articles in the booklet. I think you will find little articles on each province, mixed in with the reading matter. My thought is that you have many publications issued by your various departments which contain a conglomeration of material. Statistically it may be very good, but for the ordinary reader you require something short and snappy and not too cumbersome. If the reader wants particular facts, he will write in and ask for them. To my mind your departmental publications are too scientific; you have not got any publication which is concise and attractive to people in the United States who might spend their vacation here in Canada.

The CHAIRMAN: I take it that if an organization were set up you would co-operate with it in permitting them to secure copies of this at a reasonable price?

Mr. SHIPMAN: I should be glad to co-operate in any way towards interesting others to come into Canada.

The CHAIRMAN: I thank you, Mr. Shipman.

The Committee adjourned to the call of the Chair.

TOURIST BRIEF SUBMITTED BY J. W. R., HALIFAX

Chairman and Members Tourist Committee, The Senate, Ottawa.

SIRS,—In undertaking to co-ordinate organization of the important Canadian tourist business, honourable members of the Senate are setting a fine example in reconstructive effort in a field of activity that will interest and benefit every province.

Sound business-like tourist assistance will certainly add to the prestige and popularity of the Upper Chamber at Ottawa, and will be met with a chorus of approval from Sydney to Victoria.

Tourism is "Travel," and mass travel of people, not goods, is one of the wonders of a miraculous electric age, which wireless and other refinements of communication only seem to intensify. Charm of travel appears to exercise a universal appeal that age cannot wither nor custom stale. Statistics demonstrate that travel is a lusty division of world business that is constantly expanding, and can be counted upon as a permanent growing source of income. European governments long ago appreciated this enduring quality of travel trade. Practically all maintain special bureaux. Government loans at low rates of interest for construction of approved tourist hotels and other resort features are authorized under standing legislation.

GREATEST IN WORLD

Volume of travel between United States and Canada is perhaps normally the greatest between any two countries on the globe, and so far is largely spontaneous, yet is still only a drop in the bucket of what it may be by encouragement. Similarity of language, currency, and standard of living, covering a whole continent from Gulf of Mexico to Hudson Bay is unique, and establishes exceptional travel potentialities not equalled elsewhere which suggest unlimited possibilities that call for adequate centralized co-operation under powerful auspices. A national tourist bureau is a logical development.

A relatively limited number of people seek the sunny south in winter. It is in the good old summer time when hosts of American recreationists respond to the urge of out-of-doors, say good-bye temporarily to school and office, and follow birds and fish north and seaward into Canada, to invest collective millions of money in nature's health remedies that pay 100 per cent dividends in increased efficiency, and of course "profits" attract repeat business.

CANADA CENTURY

In the mighty golden tourist field the 20th Century is Canada's, by virtue of temperate location, unsurpassed climate, extent of lake and seashore, forest and mountain, life-giving sun and air, abundant wild conditions and sporting opportunities.

130,000,000 friendly neighbours are potential visitors to the Dominion. It is never too late to do good. It is the duty of the national government to join in the development of Canada's huge tourist asset, and assist in advertising this "invisible" more extensively at home and abroad.

Two million motor cars are reported yearly entering Canada along 3,000 miles frontage. Probably that means 3,000,000 to 4,000,000 increase of population for some period. Rail, air and water transport swell this travel total. With Dominion co-ordination it has been conservatively estimated the vast annual migration of "health investors" might be doubled and trebled, making a distribution of \$500,000,000 to \$750,000,000 yearly in interior trade, free from tariff vexations, export technique and price cutting competition. It is the countryside perhaps, which benefits most, financially and culturally, from tourist invasion. Greater utilization of road and rail facilities is desirable.

ALADDIN'S LAMP

Depletion of tourist assets does not take place. Railways, motor associations, hotels, boards of trade, park authorities, radio stations, theatres, publicity agencies, schools and colleges, manufacturers, retailers, newspapers and magazines, provincial authorities should cheerfully unite with the Senate in mapping out a program of national progressive tourist promotion.

Senators have "started something" worthwhile in sponsoring tourist development which is calculated to prove a powerful factor in general recovery—an Aladdin's Lamp which every section of the Dominion may invoke and obtain advantages.

There is much to recommend particular attention being paid Canadian interprovincial travel for business reasons and as a logical step to consolidate the Dominion, and foster general understanding and co-operation. Increased provincial contacts will take the place of a couple millions additional population that were expected by 1935 to justify transportation optimism of 25 years ago, but are temporarily deferred.

KEEN EXECUTIVE

Central and regional co-ordinated publicity and direction, supplemented by attractive rail rates and various promotional devices are outstanding requirements in modern tourist expansion.

On a close check-up state of Maine experts estimate tourist income at \$100,000,000 per year. Local initiative is the essential framework. Out of this primary consciousness and effort is erected a voluntary State bureau, supported by private contributions, supplemented with a State grant earmarked for approved printing and publicity, on State lines. The detail of Maine tourist activity has been studied and copied to some extent throughout the United States, with modifications here and there to fit different localities.

In the Middle West and South tourist activities are sponsored by groups of States acting in concert.

Historical celebrations and large convention gatherings are extended early advance publicity in newspapers and printed matter, and are related to summer vacations. Forceful travel announcements are systematized, and literature is carefully distributed when and where it is calculated to do the most good, followed up from year to year and checked by questionnaires to obtain results from expenditures.

Effective publicity and business-like administration are demanded in order to continue to enjoy private and public backing. There is keen executive control of bureaux, especially funds.

While the West was developing Maine probably pioneered in vacation enterprise, to offset stationary population and industry, and take advantage of cool climate, large wooded area, and extensive lake district and seashore. There were years of experimenting and attention before present degree of efficiency, and generous returns were effected.

PLAN OF PROCEDURE

Radio broadcasts are a valuable medium of goodwill advertising, at home and abroad. There are 600,000 licensed sets in Canada and eight or ten times as many in adjoining Republic.

News films in picture houses throughout the Dominion are viewed by millions. 15,000,000 feet of film are imported into Canada yearly, chiefly from United States, and Canadian theatres possibly show to 1,500,000 people weekly in season.

Newspaper and magazine advertising, and attractive literature are basic items in tourist campaigning. Distribution to avoid waste is the vital consideration.

Promotion of conducted rail and bus tours might be entrusted to numerous agencies that specialize in this new field.

Parties of high-school pupils, in charge of parents or teachers might be exchanged between cities in Canada, in collaboration with railways.

Low excursion rates on Canadian rail and steamship lines operating inter-provincially are calculated to produce results to astonish sophisticated passenger agents. A case in point during past winter, Canadian National advertised a coach excursion from Maritime provinces to attend a hockey game at Toronto. Ordinary advertisements were run in local papers. The response to the low rate was an eye-opener. Railway officials were taken by surprise at hundreds of people who took advantage of the cut price, many obviously not being so much concerned in the ice-battle as the opportunity to visit Central Canadian points within their means.

Marketing of transportation in Canada requires adjustment to suit special conditions, the same as other commodities.

The tourist enterprise reaches into every avenue of business.

BRIEF SUBMITTED BY THE ACTING PREMIER, PROVINCE OF
NOVA SCOTIADEVELOPMENT OF THE TOURIST TRADE IN NOVA SCOTIA CANADA'S OCEAN
PLAYGROUND

*Brief for submission to the Special Committee of the Senate at Ottawa on
Canada's Tourist Traffic*

Many competent observers declare that Nova Scotia can become one of the outstanding holiday resorts of this continent. This opinion is based on the following features:

1. Situation.
2. Climate.
3. Scenery.
4. Historic Associations.
5. Outdoor Sports Available.
6. Improved Highways.
7. Modern Accommodation.
8. Transportation Facilities.

SITUATION

Nova Scotia is situated within relatively easy reach of a population of more than twenty-five millions. It is only overnight from Boston and but twenty-four hours from New York City. Philadelphia, Baltimore, and many other populous centres, are within convenient distance. It should be pointed out also that Nova Scotia has the ocean—not a gulf or a bay or other arm of the sea—but the open Atlantic, with 4,265 miles of coastline. This circumstance is a real lure to all lovers of the sea and to practically every inland resident. Nova Scotia's tourist slogan, adopted in 1923, "Canada's Ocean Playground," is fully justified by the position of the Province and by the results obtained.

CLIMATE

Owing to the nearness of the ocean, the average thermometer reading throughout Nova Scotia during the summer months averages about 62 degrees. From June to November the climate is very near to perfection, with much brilliant sunshine but no extreme heat. The salty fragrance of the winds that sweep in from the ocean is particularly refreshing to visitors who seek refuge from the sweltering heat of inland cities. The cool nights induce sleep and invigorate tired workers. The climate has a particularly beneficial effect on children. The autumn has unusual splendour of colouring and soft air, frequently lingering into November. It may be added that Hay Fever is not prevalent in Nova Scotia, and it is authoritatively stated that sufferers from this disease coming from regions where it is prevalent are benefited by a sojourn at one of the coastal resorts of the Province.

SCENERY

The scenery of Nova Scotia is distinguished both for its variety and its charm. The shore line of the Province is admitted to be the loveliest on the eastern coast of North America. The broad stretches of the Tantramar Marshes, the apple orchards of the Annapolis Valley, the red earth of the Bay of Fundy district, the picturesque fishing villages of the South Shore, the captivating charm of the Bras d'Or Lakes, and the majesty of the Cape North Mountains, combine to form a memorable feast for the lover of unspoiled natural

beauty. Gilbert Grosvenor, Editor of the National Geographic Magazine, has said: "I believe I am fairly well acquainted with the principal beauty spots of the world, and it is my opinion that Nova Scotia possesses some of these."

HISTORIC ASSOCIATIONS

Nova Scotia was the arena where in early days issues of the gravest importance to future generations on this continent were decided. Port Royal, now Annapolis Royal, was founded in 1604, and almost from that time until 1759 Nova Scotia was a battle ground where the mighty forces of Great Britain and France fought for mastery in North America.

Every school child reads the immortal story of Evangeline as related by Longfellow and knows that beautiful Grand Pre, scene of the poem, is situated in Nova Scotia. Away back in 1714 France erected at old Louisbourg an immense fortification, to strengthen her hold on this continent. The now deserted site, with its dramatic and tragic history, exerts a powerful influence upon the visitor.

Here and there throughout Nova Scotia are the remains of fortifications and other footprints of early adventurers and explorers such as Champlain, De Monts and Nicholas Deney. There is hardly a hill or a valley, a lake, an island or a headland within the Province which does not hold some tradition or legend, some story of sacrifice or heroism or of devotion. Without a study of the annals of Nova Scotia no proper understanding of the course of events in America may be had. That is why the Province is so often referred to as a land of enchantment to the lover of history.

OUTDOOR SPORTS

Nova Scotia has 22 golf courses, many of them near the ocean. All are well planned, with well equipped club houses, and practically all have unusual beauty of situation.

The Province affords an inviting field to salmon and sport fishermen. Practically every river emptying into the Atlantic Ocean or the Bay of Fundy yields its quota of salmon each summer, while nearly all the lakes and streams have trout of good size and great gameness. The extensive waterways combined with the uniform coolness of the water and abundance of fish food, make the Province an ideal trout fishing country.

These waterways also afford abundant facilities for extensive canoe trips. The country inland is largely composed of great tracts of forest interspersed with lakes and streams. No finer country for camping, canoeing and fishing can be imagined.

The waters and bays along the coast of the Province offer the sport fisherman numerous species of fish which furnish excellent sport. For instance, the pollock is a game fighter when hooked on light tackle. Tuna fishing and angling for swordfish are becoming increasingly popular among the big game fishermen who come to Nova Scotia for their vacations. These sports are particularly thrilling, and being strenuous require the co-operation of several persons. For tuna fishing probably the best locality is off the South Shore from Hubbards to Yarmouth. Cape Breton provides about the best of the swordfishing localities.

Moose are found in practically all parts of Nova Scotia. The Nova Scotian moose have been known to reach a weight of 1,400 pounds. Last year 1,061 bull moose were officially reported as shot during the hunting season. Deer are numerous in all parts of the Province. The buck deer sometimes attains 400 pounds in weight. Last year 1,261 buck deer were officially reported as shot during the hunting season. Big game hunting can be enjoyed in Nova Scotia under particularly convenient and comfortable circumstances.

Nova Scotia offers a wide range of bird shooting. The marshes abound in blue wing or black duck, while at certain points geese and brant may be taken. Ruffed grouse are native to Nova Scotia. Wilson's or Jack Snipe are found along the shores, and the woodcock is numerous throughout the Province.

The yachting waters of Halifax, Chester, the Bras d'Or Lakes and many other places in the Province afford all the requirements of deep water cruising, with good holding grounds.

There are 264 sand beaches around the shores of Nova Scotia, varying in length up to 2½ miles, where visitors may obtain the sheer tang and atmosphere of the sea. Visitors find a morning dip in ocean surf the finest of tonics.

In addition, Nova Scotia possesses abundant facilities for horseback riding, hiking, tennis, badminton, archery and quoits.

IMPROVED HIGHWAYS

Nova Scotia possesses 14,734 miles of highway, of which more than 8,000 have been improved. During recent years approximately thirty-five million dollars have been expended on these roadways, exclusive of expenditures on bridges and culverts. The Province possesses an abundance of excellent road building material, and these roads have superior riding qualities and are safe in all kinds of weather. If the winding roads of Nova Scotia, with frequent glimpses of the sea, could be hard-surfaced or otherwise kept free of dust, they would form one of the most attractive tourist features of the Province.

HOTEL ACCOMMODATION

During recent years new hotels to the value of more than four million dollars have been erected in Nova Scotia, while all other hotels have been improved and many enlarged. The Province now possesses accommodation suitable for every taste, including luxurious modern structures, commodious bungalow hotels, smaller country inns, hunting and fishing camps, overnight cabins and farm houses. Rich agricultural resources readily provide an abundant supply of all kinds of fresh vegetables and native fruits in season. There is sufficient accommodation to-day in Nova Scotia to take care of a much larger tourist influx than is at present enjoyed by the Province. The charges made for accommodation in Nova Scotia are notably moderate.

TRANSPORTATION FACILITIES

Nova Scotia is served by modern rail and water transportation facilities, with accommodation for handling a much larger tourist influx. Modern steamships, with commodious accommodation, furnish connection from New York-Boston to Yarmouth and Halifax. These services, combined with modern railway facilities, afford easy access to practically all points in the Province. Direct rail services from Toronto and Montreal offer an opportunity for a greater inflow of holiday seekers from Central Canada to Nova Scotia.

TRAVEL PUBLICATIONS ON NOVA SCOTIA

Following are the travel publications on Nova Scotia as a holiday resort, published by the Government of Nova Scotia:—

"Nova Scotia—Canada's Ocean Playground"—an illustrated folder which by means of seventy-seven representative Nova Scotia views embodies a comprehensive description of the scenic and sport resources of the Province.

"Historic Nova Scotia"—an illustrated booklet which shows the historic and traditional background of the principal centres of the Province, and various other historic sketches.

"Where to Stay in Nova Scotia"—a pamphlet which gives a list of hotels and camps throughout the Province with descriptions and rates, and describes briefly the golf courses and sport fishing opportunities.

"Nova Scotia Tour Book"—a 200 page publication which describes the main highways of the Province in detail, contains strip maps, points out various interesting features which otherwise might be overlooked, and gives populations and descriptions of various centres and districts traversed by the highway. This book is distributed only through official Information Bureaus at border points for the benefit of incoming visitors.

"Official Highway Map"—a map which shows trunk, county, and local highways in different colours; motor route numbers, highway mileage and information in respect to ferries and various natural resources.

Six copies of each of the foregoing publications accompany this statement.

TOURIST INFLUX

The following statement shows the number of tourists and tourist cars that came into Nova Scotia from the year 1922 to the year 1933 inclusive:—

Year—	Number of tourists		Number of tourist cars
1922..	49,000	June 1-Sept. 30	1,958
1923..	64,800	"	3,890
1924..	102,456	"	9,800
1925..	115,793	"	11,950
1926..	114,615	"	13,096
1927..	159,934	"	20,890
1928..	165,906	"	23,215
1929..	191,724	"	25,279
1930..	218,082	"	31,548
1931..	253,984	May 15-Oct. 15	37,666
1932..	221,131	"	33,939
1933..	166,844	June 1-Sept. 30	26,479

The number of summer visitors of all classes reported as coming in at the various points of entry from June 1 to September 30, 1933, was as follows:—

Entry point—	Visitors with cars	Visitors without cars	Total
Yarmouth..	4,252	15,533	19,785
Digby..	3,716	4,198	7,914
Windsor..	44	85	129
Pictou..	1,228	272	1,500
Halifax..	120	6,130	6,250
Car overland..	96,556	96,556
Train..	34,710	34,710
Totals..	105,916	60,928	166,844

INFORMATION BUREAUS

The Government of Nova Scotia maintains Information Bureaus at the New Brunswick border and at Yarmouth, where experienced officials give all particulars necessary to incoming visitors, including data regularly revised on the best places to go for sport fishing. Local Information Bureaus are maintained by various Boards of Trade and local tourist organizations throughout the Province.

SUGGESTIONS FOR DEVELOPMENT

The following suggestions toward developing the tourist trade of Nova Scotia are offered for consideration:—

1. *Safeguarding of the Inland Sport Fishing Waters of the Province.*—These waters are under the control of the Dominion Government. Adequate protection against all forms of illegal fishing, the establishment of adequate fish ways at

power dams, and the prevention of obstructions at the mouths of streams would augment the sport fishing opportunities of the Province, and lead to a larger influx of sport fishermen to Nova Scotia from the Eastern United States.

2. *Reduced Fares on the Railways to Nova Scotia from June 1 to September 30.*—At the present time many Montreal and Toronto people when they think of spending a holiday at the sea-shore, think only of the Maine coast resorts. Nova Scotia has a shore line superior to Maine, but is handicapped by distance. A reduction in transportation rates would help to overcome this handicap.

3. *The Establishment of one or more National Parks in Nova Scotia.*—This Province has no National Park at present, although several locations lend themselves admirably to such a development.

4. *Federal Aid in Hard Surfacing the Trunk Highways of the Province.*—Nova Scotia has excellent gravel roads, but the inevitable dust nuisance is difficult and expensive to overcome. The majority of motor tourists to-day are looking for paved roads, and could these be made available in Nova Scotia a much larger motor tourist influx would undoubtedly follow.

5. *Special Excursions.*—Practical encouragement might be rendered transportation companies to establish excursions to Canada from various parts of the United States, favouring high school and college instructors, lecturers and other influential public persons.

6. *Motion Picture Films.*—The Department of Trade and Commerce might be requested to have its Motion Picture Bureau cover the principal scenic and sport attractions of Nova Scotia, and include in these films such public events as the Nova Scotia Apple Blossom Festival at Kentville, the Nova Scotia Guides Tournament at Lake William, the Highland Games at Antigonish, the International Yacht Races at Halifax and Yarmouth and the Fisheries Procession at Lunenburg. Arrangements could be made for a wide showing of these pictures.

7. *Radio Talks.*—It would be advantageous if the Canadian Government would sponsor a series of attractive radio talks on all the Provinces over one of the national networks in the United States.

8. *Newspaper Advertising.*—A series of attractive advertisements in the United States and Canadian newspapers and magazines, depicting the tourist attractions of all the Provinces. May we suggest that in all publicity work of this nature, if undertaken by the Dominion Government, the co-operation of the Provincial tourist organizations be obtained, in order that the tourist machinery already set up in the Provinces, and the experience of the personnel, be utilized to the fullest advantage, and in order that overlapping of public services may be avoided.

All of which is respectfully submitted.

A. S. MacMILLAN,
Acting Premier.

THE SENATE OF CANADA



PROCEEDINGS

OF THE

SPECIAL COMMITTEE

ON

TOURIST TRAFFIC

No. 4

The Honourable W. H. Dennis, Chairman

WITNESSES:

- Mr. T. R. Enderby, General Manager, Canada Steamship Lines, Ltd.
- Mr. C. C. Bonter, Passenger Traffic Manager, Canada Steamship Lines, Ltd.
- Mr. C. C. Hele, Toronto, Ontario, Director, Ontario Tourist and Publicity Bureau.
- Mr. H. E. M. Chisholm, Director of Publicity, Department of Trade and Commerce.
- Alderman H. D. Marshall, Chairman, Industrial and Publicity Commission, Corporation of the city of Ottawa.
- Mr. Morgan Eastman, Toronto, Ontario, former Director, Greater Vancouver Publicity Bureau.
- Mr. F. C. Badgley, Director, Dominion Government Motion Picture Bureau, Department of Trade and Commerce.

BRIEFS FILED:

Recommendations from the Canadian Association of Tourist and Publicity Bureaus.

Statement of expenditures, Canadian National Parks.

From Mr. H. B. Shaw, Winnipeg, Manitoba, President and Chairman, Board of Directors, Tourist and Convention Bureau of Winnipeg and Manitoba.

From Mr. C. F. Bowes, Halifax, N.S., Secretary, Nova Scotia Hotel Association.

From Mr. W. T. Griffin, Boiestown, N.B., President, and Mr. D. W. Griffiths, Fredericton, N.B., Secy.-Treas., New Brunswick Guides Association.

From the Honourable Senator Michener.

From Mr. C. K. Howard, Montreal, P.Q., Manager, Convention and Tourist Bureau, C.N. Rys., and Mr. J. M. Gibbons, Montreal, P.Q., General Publicity Agent, C.P. Ry. Co., *re* Government advertising in U.S.A.

From Mr. S. E. Wharton, Montreal, P.Q., General Passenger Agent, Clarke Steamship Co., Ltd.

From Mr. S. J. Robins, Toronto, Ontario, Manager Director, Hotel Association of Ontario.

From Mr. L. B. Howland, Peterborough, Ontario.

From Mr. Stuart McCawley, Glace Bay, N.S.

From Mr. W. McL. Clarke, Montreal, P.Q., Secretary, The Canadian Chamber of Commerce.

Memo. *re* Native Canadian Arts and Handicrafts and their relation to the Tourist Trade.

MINUTES OF EVIDENCE

WEDNESDAY, May 16, 1934.

The Special Committee on Tourist Traffic resumed this day at 10.30 o'clock a.m.

Hon. Mr. Dennis in the chair.

The CHAIRMAN: Honourable gentlemen, since we last met the complete evidence taken before the committee has been printed and distributed to the members of the committee, to all other members of the Senate and to members of the House of Commons, and there has been a general distribution throughout Canada among tourist bureaus, provincial governments and all other organizations interested. The interest in the work of this committee is growing rapidly, and the correspondence is almost overwhelming. This morning I have to report that suggestions and offers of co-operation have been received from the following:—

- (1) The Ronalds Advertising Agency,
A. J. Denne & Company
McConnell & Fergusson Limited,
A. McKim, Limited.
- (2) Suggestions from T. H. Rand-McNally, Toronto.
- (3) Statement from J. B. Harkin, Commissioner of National Parks Branch, showing expenditure of national Parks in Canada, totalling \$22,703,724.
- (4) Suggestion from T. W. O'Neill, drawing attention to evidence of S. W. Fairweather, Director of Bureau of Economics, C.N.R., given before the Royal Commission on Transportation.
- (5) Memorandum from Major S. J. Robins, Managing Director, Hotel Association of Ontario.
- (6) Memoranda from W. McL. Clarke, Secretary, Canadian Chamber of Commerce.
 - (a) Report prepared by Professor Taylor, Economist, McMaster University, who investigated the Tourist question for the Canadian Chamber of Commerce.
 - (b) Special survey of Tourist activities of the Boards of Trade and Chambers of Commerce in Canada.
- (7) Letter from E. Fridberg, Lachine, Que., tendering suggestions and specimen of suggested postcard for Tourist promotion.
- (8) Suggestions from S. E. Wharton, General Passenger Agent, Clarke Steamship Company, Montreal.
- (9) Suggestions from A. R. Chambers, New Glasgow, N.S., regarding soil concrete for road surfacing.
- (10) Suggestion from C. L. Sibley, Editor of the Montreal Daily Herald.
- (11) Suggestions from J. B. Harkin, Commissioner of National Parks Branch,
 - (a) regarding Officer of Branch to tabulate and condense material submitted to Committee.

- (b) Suggest Mr. McCallum, Chief of General Tourist division, Mr. Stead, Director of Publicity, Department of Immigration and Mr. Peters, Surveyor General of Canada and Director of Topographical and Aerial Surveys could give Committee useful suggestions and advice.
- (12) Suggestion from E. R. Powell, Managing Director Toronto Convention and Tourist Association.
 - (13) Letter from A. E. Weir, Toronto, enclosing copy of C.N.R. despatch regarding interprovincial travel.
 - (14) Letter from Dr. G. D. Stanley, M.P., enclosing telegram from Sister M. Augustine, Superintendent, Mineral Springs Health Resort and Hospital, Banff, regarding the value of the work carried on there.
 - (15) Memorandum from Stuart McCawley, Glace Bay, on salt water angling.
 - (16) Letter from J. Murray Gibbon, C.P.R., enclosing copy of western travel—New York Tribune containing an article regarding Canadian National Parks.
 - (17) Booklet Canada 1934, and suggestion Tourist material in this booklet might be given more extensive distribution.
 - (18) Several hundred clippings of newspaper stories and editorials (including editorial from the New York Times) all designed to further and commend the work of the Committee.
 - (19) Letter from George A. McNamee, Secretary-Treasurer, Canadian Association of Tourist and Publicity Bureaus, enclosing suggestions and material submitted to him by Arthur P. Woollacott, President, Canadian Authors Association, B.C. Branch.
 - (20) Letter from Theodore G. Morgan, Chairman, Executive Committee, Canadian Association of Tourist and Publicity Bureaus, giving results of Canada-wide Survey of Branches of this Association, and making definite recommendations based thereon and approved at a meeting of the Executive Committee of the Association in Montreal on May 15th. READ LETTER.

All the information referred to in this list is available for members of the Committee and anyone else who is interested in the work we are doing. It seems to me that the letter from Mr. Morgan is very important and should be read at this time. It is as follows:—

Honorary Past Presidents:

HON. MR. JUSTICE A. E. ARSENAULT
President, Prince Edward Island Publicity Association, Charlottetown, P.E.I.

GEORGE I. WARREN, Commissioner,
Victoria and Island Publicity Bureau,
Victoria, B.C.

Honorary President:

HON. J. E. PERREAU, K.C.
Minister of Highways and President of
the Province of Quebec Tourist Council,
Quebec City.

President:

C. C. HELE, Director,
Ontario Tourist and Publicity Bureau,
Toronto, Ont.

First Vice-President:

LT.-COL. G. F. C. POUSSETTE, Executive
Secretary, The Tourist and Convention
Bureau of Winnipeg and Manitoba,
Winnipeg, Man.

Second Vice-President:

D. LEO DOLAN, Director, New Brunswick
Government Bureau of Information and
Travel, Fredericton, N.B.

Third Vice-President:

CHARLES H. WEBSTER, Commissioner, *The Chairman, Senate Committee on Tourist
Traffic:*
Greater Vancouver Publicity Bureau,
Vancouver, B.C.

Fourth Vice-President:

A. J. CAMPBELL, Director, Nova Scotia
Bureau of Information, Halifax, N.S.

Secretary-Treasurer:

GEO. A. MCNAMEE, Secretary-Treasurer,
Montreal Tourist and Convention
Bureau, Montreal, P.Q.

DIRECTORS

THE OFFICERS and

HON. MR. JUSTICE A. E. ARSENAULT,
President, Prince Edward Island Publicity Association, Charlottetown, P.E.I.

A. BERGEON, Assistant Deputy Minister
of Roads, Parliament Building, Quebec
City.

C. C. BONTE, Passenger Traffic Manager
Canada Steamship Lines, Montreal.

J. L. BOULANGER, Deputy Minister of
Highways, Province of Quebec, Quebec
City.

VERNON G. CARDY, Managing Director,
Mount Royal Hotel, Montreal.

EMILE COCHAND, President, Laurentian
Resorts Association, Ste. Marguerite,
P.Q.

JOHN DAVIDSON, Convention Department
Canadian Pacific Railway, Montreal.

C. B. FOSTER, Passenger Traffic Manager,
Canadian Pacific Railway, Montreal.

A. A. GARDINER, Assistant General Passenger Agent, Canadian National Railways, Montreal.

COLIN G. GEOFF, Publicity Commissioner, Province of Alberta, Edmonton, Alta.

J. B. HARKIN, Commissioner, National Parks of Canada, Department of the Interior, Ottawa.

C. K. HOWARD, Convention Manager,
Canadian National Railways, Montreal.

C. W. JOHNSTON, General Passenger Traffic Manager, Canadian National Railways, Montreal.

THEODORE G. MORGAN, President Montreal Tourist and Convention Bureau, Montreal.

A. PRON, President, Quebec Automobile Club & Tourist Bureau, Quebec City.

ADELARD RAYMOND, Vice-President, Queens Hotel, Montreal.

A. O. SEYMOUR, General Tourist Agent, Canadian Pacific Railway Company, Montreal.

J. GORDON SMITH, Director of Publicity and Information, Province of British Columbia, Victoria, B.C.

J. B. THOMPSON, Department of Lands & Forests, Parliament Buildings, Toronto.

GEORGE I. WARREN, Commissioner, Victoria and Island Publicity Bureau, Victoria, B.C.

J. J. MEAGHER, K.C., Honorary Solicitor, Montreal.

Executive Committee

THEODORE G. MORGAN, Chairman
C. C. BONTE, D. LEO DOLAN,
C. B. FOSTER, C. W. JOHNSTON,
CARROLL C. HELE, CHARLES H. WEBSTER

CANADIAN ASSOCIATION

OF

TOURIST AND PUBLICITY BUREAUS

Executive Offices:

NEW BIRKS BUILDING

Phillips Square, Montreal, Canada

May 15, 1934.

DEAR SIR,—

A meeting of the Executive Committee of our Association was held to-day. There were present the following:—

Theodore G. Morgan, who occupied the chair, and Messrs.

C. C. Hele

D. Leo Dolan

C. C. Bonter

C. B. Foster

C. W. Johnston

C. K. Howard

J. M. Gibbon

G. A. McNamee

Following a general discussion, the meeting unanimously favoured?

1. The establishment of a Federal Tourist and Publicity Bureau.

2. Its immediate organization and operation.

3. Its co-operation with the present tourist agencies, government, civic, and otherwise.

The meeting recorded the opinion that such Federal Bureau should be operated with a minimum overhead expense; and that it utilize this Association for purposes of contact in the execution of its functions.

Our Association also respectfully requests that the Government makes it quite clear that any Dominion appropriation is to amplify the work of all existing bodies, and must not be construed by Provincial or other tourist bodies in such a way as may lessen their activities. On the contrary, we hope that the activities of the Federal organization will have the effect of stimulating local endeavour.

The foregoing is in answer to the brief which you asked for during my recent appearance before your Committee as per questionnaire received through Mr. Dolan.

Sincerely yours,

THEODORE G. MORGAN,
Chairman of the Executive.

Hon. Mr. HOCKEN: What body does that represent?

The CHAIRMAN: The Canadian Association of Tourist and Publicity Bureaus. It has representatives in every province. Mr. Harkin, Mr. Murray Gibbon, Mr. Van Wyck and others gave it as their opinion that this was the one organization in Canada with which we should work in closest co-operation, and that we would be safe in accepting advice from this association, if we saw fit.

We have here this morning Mr. T. R. Enderby, General Manager of Canada Steamship Lines, Limited, Montreal. We appreciate the kindness of Mr. Enderby in coming here and his desire to co-operate in the work that the Committee has undertaken. I think he will understand that we have a wealth of evidence as to what we should and should not do; but we certainly would like to have his views as to the best way in which the Committee can render service.

Mr. T. R. ENDERBY, General Manager, Canada Steamship Lines Limited, Montreal: Mr. Chairman and honourable gentlemen, first of all I should like to take the opportunity of expressing to you the thanks of Canada Steamship Lines Limited for the privilege of appearing before you. Canada Steamship Lines Limited is during the summer an important factor in the tourist business of this country, inasmuch as during the good years our revenue from that business was about four and one-half to five million dollars annually. We should also like to express the sentiment that the appointment of this Committee is very opportune. The tourist traffic of Canada has dropped from \$300,000,000 in 1929 to about \$125,000,000 in 1933. In our opinion, which is based on our experience, tourist traffic is coming back. Last year showed some small improvement. The tourist season of Florida, Bermuda, and California serves as some barometer of what Canada might expect during the following summer. Florida has had a very good season, if not the best season, during the past winter.

We think that anything that can be done should be done immediately. The middle of May is not by any means too late to take action. Holidays are not planned by the tourist as far in advance as they used to be. At one time the theory was held that tourists planned their holidays during the winter. But our experience is that that is not true now, at all events. Prompt and vigorous advertising will find a response from tourist traffic within ten days or two weeks. Plans are easy to make; trips are well advertised by the private corporations. And if anything can be done now, in our opinion it should be done.

I have had the pleasure of hearing or reading all the evidence that has been submitted, but we have quite definite ideas as to the money that should be expended. Anything that Canada does either through a private corporation or as a Government body will be in competition with advertising appropriations from a number of other countries. Two semi-private organizations in California expended last year well over one million dollars between them. The All Year Round Club of Southern California spent \$685,000, and the Californians Incorporated spent about \$500,000. That indicates the kind of competition our advertising will have to meet. Mexico, Alaska, Honolulu, Italy and other countries are in the market this year with big appropriations, ranging from \$1,000,000 down to \$125,000. This last-mentioned sum is what Italy plans to spend. So the amount that this country should prepare to lay out in advertising should not be a small one.

Hon. Mr. HOCKEN: Are we in competition with California for summer visitors?

Mr. ENDERBY: I think we are, sir. I lived in British Columbia for a number of years, and my opinion is that that province would be quite definitely in competition with California during the summer season. I think British Columbia would draw a good deal of its tourist traffic from the south.

Hon. Mr. HOCKEN: But does California attract tourists from the north in summer?

Mr. ENDERBY: No, but in the winter. Of course, at all times of the year traffic is moving backwards and forwards across the border in large volume on the Pacific coast.

With the suggestion that Canada's appropriation should be a large one, we couple the recommendation that the program to be instituted should be a comprehensive one, not for this season only but for at least five years. The benefits to be secured from advertising are cumulative, and we would recommend that the effort be increased from year to year.

The gross revenue from tourist traffic in 1929, \$300,000,000, is not the ultimate objective. During 1929 the American tourists alone spent \$869,000,000 abroad—that is, outside of their own country.

The CHAIRMAN: Outside of the United States?

Mr. ENDERBY: Outside of the United States. That figure is from the United States Government Bureau of Statistics. We have that possibility of traffic. They are the nearest reservoir of traffic that we can tap, and they are ready to spend their money. I should like to suggest that instead of having the ultimate figure of \$300,000,000 in mind, we put that up to at least \$500,000,000.

The CHAIRMAN: As the objective?

Mr. ENDERBY: As the objective.

The CHAIRMAN: Within how many years, Mr. Enderby?

Mr. ENDERBY: I think if times continue to improve that that might be attained in five years.

Mr. CHAIRMAN: On an aggressive policy?

Mr. ENDERBY: On an aggressive policy. With that figure in mind the appropriation for advertising should be considered. The ordinary run of transportation companies, I think, would be delighted if their advertising cost was not more than 5 per cent of the revenue secured.

In addition to the American tourists to which traffic most of our attention has been directed, I think we have neglected the British and the European traffic. I think the plan that I hope will arise out of the work of this Committee should include very serious consideration for British and European traffic. I was in London in March and had a conference with traffic officials of some of the leading steamship companies in Great Britain. I was advised that the Dominion of Canada was the nearest and largest and least known of the Dominions of the Commonwealth.

Hon. Mr. HOCKEN: The least known?

Mr. ENDERBY: The least known, that the English people have a very poor conception of the benefits that Canada has to offer in the way of tourist holidays. The other Dominions have aggressive advertising campaigns in the larger cities, and they have other means of advertising which bring their name and their facilities prominently before the public. The Australians have a cricket team which is front-page news day after day. The South Africans and the New Zealanders have rugby football teams, which are also front-page news. Canada's hockey team does not, I think, add very much lustre to her name over there, possibly because the team has not anyone to react against. But these other Dominions are right up to the fore-front, and their Trade Commissioners and window displays along the Strand and Piccadilly take advantage of every mention that is made in the newspapers of the various sporting events in which they are interested.

We suggest that the plan or the program should be administered from one central point, that it should be comprehensive and sustained, that it should be

distinctly Canadian in atmosphere and flavour, and that it should be administered by an outstanding Canadian personality. Our experience has been that advertising programs depend to some large extent on the personality of the man behind them. We think that if a Government office is established that all provincial offices, all sub-departments of the Dominion Government, should be asked to co-ordinate their efforts, that the tendency which we have, we think, observed for one province to try and take tourist business away from another province, should be very completely abandoned, and that the central office should enlist the active co-operation of all provincial, Dominion offices and, wherever possible, the co-operation of the private corporations. Everybody benefits from tourist traffic—transportation companies, hotels, oil and gasoline refineries, bus lines, departmental stores, and we would not be averse to some method of making the plan, once it is on its feet and well under way, to some extent self-supporting by contributions from interests that will benefit.

Hon. Mr. HOCKEN: But you cannot expect New Brunswick to advertise Quebec, can you?

Mr. ENDERBY: No, sir; but you could advertise New Brunswick of Canada, Ontario of Canada, British Columbia of Canada. We need a distinctive name; brilliant, smart and distinctive posters; some emblem which will bring to the minds of readers Canada to start with. Canadians are, I think, popular the world over. They have not any quarrels with anybody. You can go, as I do, to England and Germany and France, and the Canadian is always popular. You have to draw at times the distinction that you are a Canadian. I think we ought to cash in on that, capitalize it—everybody likes Canadians.

Hon. Mr. HOCKEN: But these provincial organizations would naturally work for their provinces, and their appropriations would be spent in their provinces.

Mr. ENDERBY: Yes, but if there was an over-riding appropriation from the Dominion of Canada, there would be very little of the money spent in Canada. We suggest that we should not advertise very much to the Canadian people. It is the outsider coming in that we should get after.

The CHAIRMAN: Mr. Enderby, you favour interprovincial traffic of course?

Mr. ENDERBY: We do, sir.

The CHAIRMAN: You favour advertising to induce the people of the Maritimes to come to Quebec and Ontario, and the people of Ontario and Quebec to visit the Maritimes?

Mr. ENDERBY: Without question a lot of our own traffic is along those lines, but I think the scattered efforts of the provinces might be made much more effective if there were a central control and a liberal appropriation to tie that whole effort together, not only the effort of the provinces, but also of the corporations and private interests in those provinces. We should co-ordinate the whole thing.

Hon. M. HOCKEN: Don't you do a good deal of advertising for inter-provincial traffic?

Mr. ENDERBY: We do, sir, but our advertising appropriation for the last five years has averaged about \$250,000. Of that we would spend perhaps \$75,000 in Canada and the balance in the United States.

The CHAIRMAN: You have averaged \$250,000 for the last five years.

Mr. ENDERBY: Yes, we have averaged that for the last five years.

The CHAIRMAN: How many steamers have you?

Mr. ENDERBY: We have twelve steamers and two hotels.

In the good times our advertising appropriation ran as high as \$350,000 a year.

We suggest that the whole range of advertising facilities should be used. Newspapers, of course, will head the list, magazines next. We have our national radio facilities that might be used. Then we would like to draw the attention of the Committee to the value of lecturers and of writers, especially writers of fiction, the use of motion pictures, and also the use of our native handicrafts. We have found that of very definite value. We took the handicraft situation down on the north shore of Quebec, and have worked that up from a very meagre thing to something that is very well worth while, where the tourist buys the product of the countryside to the tune of from \$45,000 to \$50,000 a year, in the form of homespun blankets, bed covers, and things like that. Everyone of those is a lasting advertisement wherever it goes, and the majority go out of Canada.

HON. MR. HOCKEN: That would apply largely to Quebec?

MR. ENDERBY: I do not think so. I think Ontario has native handicrafts. I know they have them out west and also in British Columbia. In that province there is a great deal of wood-carving and stone-carving in the form of small totem poles, basket-weaving, hat-making, and so on on the Coast.

HON. MR. McLENNAN: Does that traffic centralize in Murray Bay? I mean the native industries.

MR. ENDERBY: Very largely at Murray Bay, yes, sir.

In conclusion, our suggestion is that the appropriation or program, whatever it is made, should be devoted very largely to actual advertising, that the best brains—and there is plenty of brains in Canada—should be secured for the administration of this program, and that the regular advertising agencies, who secure a commission on most forms of advertising, should bear the administration expenses, leaving the appropriation largely, almost wholly, for actual advertising effort.

That brings me to the conclusion of my remarks, Mr. Chairman.

THE CHAIRMAN: Do you suggest that that arrangement should be made with the agencies for the first year?

MR. ENDERBY: No, sir. I would suggest that it continue for the whole program. My point is that advertising work when handled by agencies pays them a liberal commission, so that the administration expenses of the Government should not be large. If the sum is, say, \$200,000 or \$500,000, the greater percentage of it, in fact almost the entire amount, should go directly into advertising, and the administration of it should be handled through the advertising agencies, who would secure their remuneration in the usual manner.

I shall be very glad to answer any questions that you may desire to put to me.

THE CHAIRMAN: Thank you very much, Mr. Enderby. Do you favour the proposal outlined by Mr. Morgan, the chairman of the executive of the Canadian Association of Tourist and Publicity Bureaus?

MR. ENDERBY: I do, sir, without hesitation. Whatever is to be done, I would urge it should be done immediately.

THE CHAIRMAN: In co-operation with that association?

MR. ENDERBY: I would be very willing to subscribe to that idea. Mr. Bonter, our traffic manager, is a member of that executive, and is present.

THE CHAIRMAN: Gentlemen, do you wish to ask Mr. Enderby any further questions?

HON. MR. HORNER: I agree with some of Mr. Enderby's remarks. An Old Country settler in Northern Saskatchewan was telling me the other day of the large number of people in Great Britain who go hunting, and that they know nothing of the possibilities in this country of moose and elk hunting and fishing.

He thought that Canada was losing a great deal of revenue by not properly advertising these attractions in the British Press. Mr. Enderby has suggested the advisability of getting this tourist traffic.

Hon. Mr. MACARTHUR: Mr. Enderby, in the event of the proposed Federal tourist bureau being established, do you think it would be detrimental or otherwise to let the people of the United States know that the Canadian Government is financing and controlling its activities? Or do you think the proposed bureau should function as though it were a private organization? We have had a considerable difference of opinion on the point.

Mr. ENDERBY: With all due respect to the Canadian Government, I should be somewhat averse to a bald statement in the advertising or at the foot of the advertising in the form of the signature that this was the Canadian Government. I should like to see a name or a symbol designed that would be somewhat more intimate and friendly.

Hon. Mr. McLENNAN: You mean something like a blue eagle?

Mr. ENDERBY: No, sir. I had in mind the very active work of the Californian people. They sign their literature "Californians Incorporated." Some such name for Canada, I think, would perhaps be a little more friendly and intimate and more attractive to the large body of possible tourist traffic.

Hon. Mr. MACARTHUR: Don't you think that with the improved conditions in Great Britain there is a good field for tourist traffic there?

Mr. ENDERBY: I do, sir.

Hon. Mr. MACARTHUR: Particularly this year in view of the Jacques Cartier celebrations. Even yet don't you think we might get a good reaction from proper advertising in Great Britain?

Mr. ENDERBY: I feel we should. We are bringing out, in conjunction with the Cunard Line, a party of public school boys numbering from 200 to 250. They will spend ten days in Canada. We look upon that as the most valuable form of tourist traffic. All facilities are available on both sides of the water to implement that movement.

Hon. Mr. MACARTHUR: We do not seem to get a good reaction in Great Britain from our national hockey team. What would you suggest as the best method to attract British tourists? How would you appeal to them?

Mr. ENDERBY: I think through their sporting inclinations.

Hon. Mr. MACARTHUR: What would you suggest?

Mr. ENDERBY: Hockey, if it could be handled properly over there, I am sure would appeal to the sporting instincts of the Englishman.

Hon. Mr. McLENNAN: You would have to create an interest.

Mr. ENDERBY: Yes, but the interest in hockey in the United States is comparatively recent.

Hon. Mr. McLENNAN: Quite so.

Mr. ENDERBY: But any team bearing the maple leaf of Canada should be the very best there is.

Hon. Mr. RAYMOND: They have hockey in Great Britain.

Mr. ENDERBY: To some little extent.

Hon. Mr. RAYMOND: And in France and Germany.

Mr. ENDERBY: Yes; but hockey in England, as I have seen it, is played in the Ice Club in the Grosvenor Hotel, and you sit around the rink in wicker chairs and adjourn now and again to the bar. No very great interest is shown in the game itself. The crowds witnessing the games would be possibly limited to 200 or 300.

Hon. Mr. HOCKEN: You gave us figures of the National Parks expenditure. Could you give us details of the cost? I think you said it was something like \$22,000,000.

The CHAIRMAN: Here is the report of Mr. Harkin. Would you like to have the details?

Hon. Mr. HOCKEN: Yes.

The CHAIRMAN: The regular appropriation totals \$20,268,924; unemployment relief, \$2,434,800—a grand total of \$22,703,724. That had nothing to do with the acquisition of property, had it?

Mr. ENDERBY: I take it it was all Government land. Is that right, Mr. Campbell?

Mr. CAMPBELL: We have paid nothing for the acquisition of properties. That money has been spent in the last twenty-two or twenty-three years.

Hon. Mr. HOCKEN: Where are all these National Parks located?

The CHAIRMAN: Banff Park, Jasper Park, Yoho Park, Glacier Park, Waterton Lakes Park, Kootenay Park, Mount Revelstoke Park—

Hon. Mr. HOCKEN: They are all in Alberta or British Columbia.

The CHAIRMAN: No, they have an appropriation of \$430,400 for historic sites; St. Lawrence Islands Park, \$84,400; Fort Anne park, \$44,600. But practically all of the parks are in the west; that is right, Mr. Campbell?

Mr. CAMPBELL: Largely in the west.

The CHAIRMAN: These are the appropriations:

	Regular Appropriation	Unemployment Relief
Banff Park	\$7,475,000	\$631,000
Jasper Park	3,168,800	507,900
Yoho Park	1,325,000	10,800
Glacier Park	228,000
Glacier Park	228,600
Kootenay Park	962,300	14,400
Mount Revelstoke Park	346,400
Buffalo Park	1,259,700
Elk Island Park	369,600	98,400
Historic Sites	430,400
Head Office	2,389,500

What is that expenditure, Mr. Campbell?

Mr. CAMPBELL: That is for engineering services and the staff at Ottawa during the period of twenty-six years.

The CHAIRMAN: Do you wish this statement of approximate expenditures on the National Parks of Canada filed?

Hon. Mr. HOCKEN: Yes, Mr. Chairman. Is there a park in Saskatchewan?

Hon. Mr. HORNER: Yes, north of Prince Albert, the Prince Albert National Park.

The CHAIRMAN: The regular appropriation for the Prince Albert Park amounts to \$606,600, plus \$389,200 for unemployment relief. The relative figures for the Riding Mountain Park are \$362,100 and \$651,000. Is any further information required from Mr. Enderby?

Thank you very much, Mr. Enderby.

(Statement of Approximate Expenditure on National Parks of Canada filed.)

The CHAIRMAN: Mr. Bonter, have you anything to say?

Mr. C. C. BONTER (Passenger Traffic Manager, Canada Steamship Lines): Mr. Chairman and Gentlemen, I deem it a great privilege to receive your invitation to attend this meeting. While I have nothing new to add, for I have attended the various meetings of your committee and am an executive of the Canadian Association of Tourist and Publicity Bureaus, whose brief you have

received, I might say that all my working life, some thirty years, has been spent in the solicitation or the handling of tourist traffic. For many years I have looked forward to the time when the Dominion Government would support and supplement the efforts of the provinces, cities and private corporations.

I believe we are all aware that tourist traffic helps every man, woman and child in Canada, whether they make sewer pipes or grow onions. If we could secure the deficit between 1933 and 1929, we would have \$200,000.000 of new money in this country. That of itself, I believe, would solve part of the problem of unemployment. I have favoured at all meetings a budget to be set up as soon as possible by the Government to start a campaign not later than the end of this month; that a new department be instituted having support from the present Department of Development in the Parks Bureau; that the majority of this money would be spent either in the United States or Europe; that part of it should be spent in Canada to bring Canadians from the east to the west and from the west to the east; and that the association of which I am a member, and which consists of the representatives of the various provinces and the transportation lines, would be very glad to assist the members of this new bureau in giving them the best of their advice on spending money on advertising over a period of twenty-five or thirty years.

There is nothing further I can add, Mr. Chairman.

The CHAIRMAN: Thank, you, Mr. Bonter. Any questions, gentlemen?

We are indebted to Mr. Enderly and Mr. Bonter for their evidence, which will be most helpful to us in formulating our recommendations to the Government.

We have present this morning Mr. C. C. Hele, Director of the Ontario Tourist and Publicity Bureau, Toronto. He is a member of the Association of Canadian Tourist and Publicity Bureaus. We shall be glad to hear from you, Mr. Hele.

Mr. C. C. HELE (Director, Ontario Tourist and Publicity Bureau, Toronto): Mr. Chairman and Gentlemen. Mr. Morgan, who is the chairman of our executive, has put his case very clearly before you, and as president of the association I do not think I can add anything to it.

Now I am speaking purely from the Ontario standpoint. I happen to be the Director of the Ontario Tourist and Publicity Bureau. I thoroughly agree with Mr. Morgan's ideas, and I think it is advisable to have a Federal bureau to co-operate with each provincial bureau. That is your idea, I believe, Mr. Chairman.

The CHAIRMAN: We are here to get evidence and suggestions. We have not any fixed ideas.

Mr. HELE: I am only too willing to give you all my dope with respect to Ontario. Of course, I am rather ashamed to tell you that we get from 74 to 78 per cent of all the tourists that come into the Dominion of Canada.

The CHAIRMAN: Why this modesty on the part of Ontario?

Mr. HELE: I am not spreading the news, Mr. Chairman.

The CHAIRMAN: It hardly seems enough.

Mr. HELE: It is too much as a matter of fact. I do not know whether these figures would be of any advantage to you.

The CHAIRMAN: Yes, let us have them, please.

Mr. HELE: Taking 1929—I will give you a five-year period—we spent \$100,000 on salaries and advertising.

The CHAIRMAN: That is what your department cost?

Mr. HELE: Yes, sir.

The CHAIRMAN: How much in salaries and how much in advertising?

Mr. HELE: It would be about \$5,000 in salaries, and the rest in advertising.

The CHAIRMAN: That is about a fair proportion, I would say as a newspaper man.

Mr. HELE: It runs about that every year. It dropped down in 1932 to \$56,000, including salaries and the whole works. Correspondingly we dropped down in the number of tourists. I have all these figures here.

The CHAIRMAN: Let us have them, please. They are very interesting.

Mr. HELE: I will turn these in.

The CHAIRMAN: What was your drop in the tourist traffic?

Mr. HELE: It dropped away down. In 1929 it was 11,685,000.

The CHAIRMAN: That is when you spent \$100,000?

Mr. HELE: Yes, sir. Then it dropped down in 1933 to 7,796,000 tourists.

The CHAIRMAN: How much did you spend in advertising that year?

Mr. HELE: We spent \$40,000.

Hon. Mr. HOCKEN: Do you attribute the falling-off in the number of tourists to the reduction in your expenditure?

Mr. HELE: Yes, sir, I do. I will say that we have cut out a lot of publications that gave us real service, and it is due to that fact that we have dropped down.

Hon. Mr. MICHENER: I think you said Ontario got 78 per cent of the tourists.

Mr. HELE: Yes, sir.

Hon. Mr. MICHENER: To what do you attribute that?

Mr. HELE: I attribute it to this fact, that Ontario has so many ports of entry easy of access. In other words, within twelve hours we have 20,000,000 people adjacent to the province of Ontario.

Hon. Mr. McLENNAN: Have you any figures as to the length of stay of the 74 per cent?

Mr. HELE: Yes, sir, we have all that.

Hon. Mr. McLENNAN: Do you think the condition of the highways in Ontario gives you a large lead over some of the other provinces?

Mr. HELE: Possibly, sir, I would say so. Take, we will say, Michigan, Illinois, Ohio, New York State, Pennsylvania—all have paved roads right through to Ontario. In other words, it is twelve hours' drive from there into Ontario.

Hon. Mr. MICHENER: Then you have paved roads in Ontario.

Mr. HELE: Yes, trunk roads.

Hon. Mr. MICHENER: Out west we drop from paved roads to poor gravel roads through our parks. Therefore road conditions are not inviting for tourists.

Mr. HELE: The great trouble is, sir, that we have no connecting road from Manitoba into Ontario to come south. You can get through to Kenora now, but there is no road from Kenora to the Sault. They are trying to build that road now, but it is a tough job.

Hon. Mr. HOCKEN: What is the mileage of your paved roads in Ontario?

Mr. HELE: About 6,000 miles.

Hon. Mr. HOCKEN: Those paved roads lead right from the border to your resorts?

Mr. HELE: Yes, sir you can get to any resort outside of the resorts west of Sault Ste. Marie.

Hon. Mr. HOCKEN: On paved roads.

Mr. HELE: Yes, sir, paved roads all the way.

I shall be glad to answer any other questions which you may care to ask me.

The CHAIRMAN: Mr. Hele, the Committee would like to have your recommendations as to how we can develop the tourist business.

Mr. HELE: I think Mr. Morgan put that before you.

The CHAIRMAN: You support Mr. Morgan's view?

Mr. HELE: Yes.

The CHAIRMAN: And Mr. Enderby's view?

Mr. HELE: Yes, I agree with them both. I think each province could co-operate with the central bureau to good advantage.

The CHAIRMAN: And that central bureau should be careful to co-operate with Mr. Harkin and the officials of the Department of Trade and Commerce who have had many years' experience in this work?

Mr. HELE: Quite right, sir.

Hon. Mr. HOCKEN: What advertising should be done in the name not of the Government but of some national convention bureau?

Mr. HELE: If you will pardon me, Senator, I think if the Dominion Government appoint a committee it should include a representative of each province so that every province would have fair representation.

Hon. Mr. MACARTHUR: Mr. Bonter, in the event of a federal bureau being set up, and it secured good results from its expenditures on advertising, do you think the transportation companies and the tourist associations would spend less?

Mr. BONTER: I think they would spend more.

Hon. Mr. MACARTHUR: You do not think there would be a tendency on their part to depend on the federal expenditure?

Mr. BONTER: No, sir.

Hon. Mr. MACARTHUR: It would have a stimulating effect on all the transportation companies and tourist associations would be likely to increase their budgets?

Mr. BONTER: Yes, sir, and we would have more money for our advertising budget.

Hon. Mr. MACARTHUR: Mr. Enderby, do you carry many automobiles on your boats?

Mr. ENDERBY: That traffic is increasing.

Hon. Mr. MACARTHUR: For what distances?

Mr. ENDERBY: From Montreal to Quebec, from Montreal to Murray Bay.

Hon. Mr. MACARTHUR: What is the charge for taking a car from Montreal to Quebec?

Mr. ENDERBY: The charge is \$5 single.

Hon. Mr. MACARTHUR: Have you any short trips.

Mr. ENDERBY: From Toronto to the Niagara River ports.

Hon. Mr. MACARTHUR: What is the distance?

Mr. ENDERBY: Forty miles.

Hon. Mr. MACARTHUR: What is the rate for automobiles?

Mr. ENDERBY: The rate is \$2.50. There have been very substantial reductions made in those rates, and credits are given to the occupants of the car.

Hon. Mr. MACARTHUR: You have not any steamers on short runs, say, of ten miles?

Mr. ENDERBY: No.

Hon. Mr. MACARTHUR: What do you think the rate should be on a ten-mile trip?

Mr. ENDERBY: Possibly twenty-five cents.

Hon. Mr. MACARTHUR: For a ten-mile ferry crossing?

Mr. ENDERBY: Yes. It all depends on how many passengers accompany the car.

Hon. Mr. MACARTHUR: The passengers, of course, would pay their fares.

Mr. ENDERBY: Yes; but our policy, Senator, is to give a discount on the rate for the car in proportion to the number of passengers travelling with it.

Hon. Mr. MACARTHUR: You give the motorist a lower rate on his car to increase your passenger traffic?

Mr. ENDERBY: Yes. The car does not cost anything except to put it aboard and put it off.

Hon. Mr. MACARTHUR: For the ferry crossing between Tormentine and Borden, nine miles, the automobile rate is \$4.

Mr. ENDERBY: That discourages tourist traffic. We have to make our rates so the motorist will look at the rate for the automobile and figure out what it will cost him to drive, if he can drive.

Hon. Mr. MACARTHUR: The low automobile rate will encourage passenger traffic.

Mr. ENDERBY: Yes. We have to put it to him in such a way that he will place his car aboard the boat and pay the rate rather than travel by road.

Hon. Mr. MACARTHUR: Would you say that a \$4 charge is pretty excessive for a nine-mile run?

Mr. ENDERBY: I should think it would be a detriment to tourist traffic.

Hon. Mr. MACARTHUR: Especially when the ferry is Government-owned and operated?

Mr. ENDERBY: I was not viewing it from that point; but the automobile man can travel a long way nowadays on \$4.

Hon. Mr. MACARTHUR: Rather than pay a high ferry rate for his automobile he will keep on the road?

Mr. ENDERBY: Yes, if there are alternative trips, a \$4 or \$5 charge for an automobile would be a distinct deterrent to that movement.

Hon. Mr. MACARTHUR: I agree with you.

The CHAIRMAN: Mr. Enderby, your recognized business ability and knowledge of the tourist business and travel generally made me keenly interested in the opinion you expressed, that if an organization was set up this year and encouraged by the Government for a few years, in the course of a reasonable length of time it would become self-supporting.

Mr. ENDERBY: To some extent, sir.

The CHAIRMAN: I think it would be very helpful to us if we could have some further information from you on the point. Would you care to go into that in detail and let us have your views in writing?

Mr. ENDERBY: I have in mind, sir, that private industry should never be spoon-fed by the Government. It should stand on its own feet. The automobile tourist who arrives in Montreal is easily distinguished—he has a foreign licence on his car. The gasoline tank at the corner of the street sells him five gallons of gas, but it would not get that business unless somebody advertised for the tourist to come here. I do not know what profit there is on a gallon of gas, but, as I say, unless Government and other advertising matter was put out, in all probability the tourist would not have come at all. Therefore I

think the refining companies should pay their fair share of the shot, based on the increased business they get. Our own company would not be averse to a reasonable contribution, by no means diminishing their own advertising appropriation. But if we felt the efforts of the Government advertising campaign brought us additional business we would be quite willing to discuss it with the proper officers as to a contribution. It should not be large, but I think industry generally might be enlisted in that way.

Hon. Mr. HOCKEN: But the Provincial Government gets its revenue from the tax on the gasoline.

Mr. ENDERBY: It does, sir, but money is being spent to bring tourists, and tourists spend money. If the money was not spent the gasoline man, the hotel man and the departmental store would not get the money they do get. I suggest it would be reasonable to explore that avenue to see if some contribution could not be made. The result of this advertising will snowball along; you won't get such big results this year as next.

Hon. Mr. MACARTHUR: I think you said that from Toronto across the lake to Niagara Falls is about forty miles and the automobile rate is \$2.50.

Mr. ENDERBY: Yes. If with the automobile there is one man he pays \$2.50; if two persons, we will give a discount of 10 per cent; if four, a discount of 25 per cent on his automobile fare.

Hon. Mr. MACARTHUR: I notice that on some of the St. Lawrence River ferry crossings, for instance, that between Kingston and Clayton—which is considerably longer than the Northumberland Strait crossing—there is no return charge for the automobile if the owner comes back the same day.

Mr. ENDERBY: We do not do that, sir.

The CHAIRMAN: Anything further?

Senator Raymond, you have been interested in the tourist business for many years. We should like to have any suggestions you may care to make.

Hon. Mr. RAYMOND: I do not think I can add anything to what has been already said.

The CHAIRMAN: What do you think of Mr. Morgan's proposal, Senator Raymond?

Hon. Mr. RAYMOND: I think it is about the only way the matter can be worked out. They have been in the business for many years, they have the experience, and I think the suggestion is a very good one.

The CHAIRMAN: You favour it, do you?

Hon. Mr. RAYMOND: I do.

The CHAIRMAN: Gentlemen, we will meet this afternoon at 2.30, when we shall have the pleasure of hearing from Mr. Chisholm, of the Department of Trade and Commerce, and the Director of the Motion Picture Bureau.

Mr. D. Leo Dolan, Director of Publicity for the Province of New Brunswick, presented a brief from the New Brunswick Guides Association.

The Committee adjourned until 2.30 p.m.

The Committee resumed at 2.30 p.m.

The CHAIRMAN: Gentlemen, we welcome here this afternoon Mr. H. E. M. Chisholm, Director of Publicity of the Department of Trade and Commerce. Mr. Chisholm is one of the best informed men in Canada in publicity matters in regard to the National Parks and the tourist business generally. We have waited many days to hear Mr. Chisholm, and I know we are going to get some helpful information from him this afternoon.

Mr. CHISHOLM: Mr. Chairman, your remarks, I think are much too flattering. I have covered many committees in my day, and have always sympathized with witnesses. This is the first time I have ever had to appear before one, and I must say that my sympathy has increased.

May I read my brief, Mr. Chairman?

The CHAIRMAN: Please do.

Mr. CHISHOLM:

Mr. CHAIRMAN AND HONOURABLE GENTLEMEN: Though the Department of Trade and Commerce has never *directly* concerned itself with the tourist business, I regard it as a privilege to be asked to submit a few opinions—which I am afraid will be more personal than official, on the highly important question under consideration. The tourist traffic has not I believe been regarded as a matter of national—or rather purely national jurisdiction, but as has been pointed out, the loss of \$100,000,000 in a year is something which might be regarded as constituting an emergency of which the federal authority might well take cognizance. Local and provincial authority must still continue, I believe, to shoulder the bulk of the task of encouraging and entertaining our tourists. But there would appear to be room for some central co-ordinating effort of a national character through which no local jealousy need be created and no provincial jurisdiction interfered with.

I have stated that the Department of Trade and Commerce has never directly been concerned with the tourist traffic. Indirectly however in my opinion it has been and is engaged in many activities whereby persons from all over the world are encouraged to come to the Dominion. The class attracted might not strictly fall under the category of tourists as popularly known, the great bulk being business people interested in industry and trade, or the establishment of branch plants in the Dominion. But in my opinion travel and trade go hand in hand, and the business man's holiday in Canada is of as much value to the Dominion as that of the person who is simply on pleasure bent. I would not be at all surprised if one of the reasons for the drop in the value of our tourist traffic has been the fact that so many business men have during the past few years been afraid to go away, and leave their business. That fear however is gradually disappearing.

The department, as honourable members are aware, maintains Canadian Trade Commissioners at some thirty separate strategic points throughout the world. Their duty, broadly speaking, is to "sell Canada" to the world, but they are quite as ready to assist would-be travellers to the Dominion as to assist would-be purchasers. They know the value of direct contact and are in a position to advise broadly as to ports of entry, routes of travel, etc. They are continually advocating the Business Man's Holiday. While they are not in a position to distribute literature, they can usually tell where it can be secured.

It has always seemed to me that news and pictorial matter constitute one of the best forms of advertising one country to another country, and to thereby stimulate a desire for travel. The branch of the department over which I preside has for some years sent a weekly budget of Canadian topics to every trade commissioner and this has been supplemented from time to time by selections of photographs supplied from the Motion Picture Bureau. In many countries these are well received though in certain districts newspapers, these days, find the reproduction of photographs too expensive. To advocate the preparation of mattes or stereos without having any definite assurance that they would be used would not I believe be justified. Pictures, however, whether or not reproduced immediately in newspapers, always serve a good purpose, and may be filed by trade commissioners for purposes of informing inquirers respecting various phases of the Dominion's activities. I think there is an old

Chinese proverb to the effect that the average picture is equal in expression to 4,000 words. I have not studied the question, but I do believe that photographs of the Dominion reproduced in newspapers or magazines constitute one of the very best and least offensive forms of propaganda.

As an indication of the value of the photographs supplied through the Motion Picture Bureau, may I state that before, during and after the Imperial Economic Conference a very substantial number of photographs depicting not only the deliberations of the Conference but the scenic beauties and legislative buildings of the Capital City were sent to every trade commissioner throughout the world. I may say that these pictures were distributed through our branch. Newspapers displaying these photographs were ultimately received from Melbourne, Sydney, Christchurch, Auckland, Calcutta, Bombay, Madras, Alahabad, Delhi, Mexico City, Lima, Buenos Aires, Rio de Janeiro, Hong Kong, Tokyo, Kobe, Dairen, Harbin, Cape Town, Cairo, Athens, etc., and of course from all parts of Great Britain and the United States. The advertising which Canada secured from the Conference through the press of the world could not have been purchased for *twice*—or, in my estimation, four times—the cost of the Conference.

I do not wish to create the impression that I am advocating the holding of another conference simply to stimulate tourist traffic. I simply desire to emphasize the value of written and pictorial news. If someone killed a Grizzly in the Gatineau, the printed news of the fact would do more to advertise that beautiful tourist country than a thousand pamphlets.

I may state that an arrangement was made a few years ago by the department with Reuters for the dissemination of a weekly Canadian news service to Latin-American countries in the Spanish language. This is being received today by over 250 newspapers—I think the number is 275—and is securing very excellent publicity. It also is supplemented by photographs supplied by the Motion Picture Bureau. Recently a similar service was inaugurated to the Orient, but the results have so far been somewhat uncertain. In oriental countries the difficulty of translation is hard to surmount.

A very direct attraction to tourists is that supplied through moving pictures produced by the Motion Picture Bureau. I do not intend to enlarge upon this subject but I am sure that Mr. Frank Badgley, head of this important branch of the Department of Trade and Commerce will be pleased to give full details of the work to the Committee and perhaps to suggest in what way expansion might be made along the lines of a wider scheme than is now in existence and which more available money might make possible. It is however on record in the annual report of the Department of Trade and Commerce for 1933 that on one day there were 5,023 films depicting scenic, sporting and industrial attractions in circulation in the principal countries of the world.

The Exhibition Commission of the Department of Trade and Commerce has also done much to stimulate interest, not only in Canadian products, but in the Dominion at large. Canada has for several years been very effectively represented at practically all exhibitions held in Great Britain and also in other countries where international exhibitions are held from time to time. In the past few years Canada has been represented not only at the British Industries and other important Fairs in Great Britain but also at the Antwerp Exhibition in Belgium and at the great exhibition in Buenos Aires in the Argentine. While these exhibitions are largely industrial in character, it is inconceivable that they are not instrumental in attracting many visitors to Canada. Latterly the Department co-operated with the two railway companies in connection with a comparatively small display at Chicago. The details of the activities of the Exhibition Commission are however something which the Canadian head of the organization, Mr. Cosgrove, is more competent to explain to you than I am.

Mr. Chairman, I hope I am not boring this committee by what may be regarded as a very discursive but entirely incompletely disquisition upon the activities of the Department of Trade and Commerce. I have endeavoured to confine my remarks to those activities which indirectly must bear upon the tourist traffic and it is quite possible that my brief may suggest some avenues of further co-operation which may be open as between those interested in travel and those interested in trade.

Certain practical suggestions with respect to tourists have however been submitted to this department and are still under consideration. These have not been dealt with definitely by reason of the fact that the fiscal year has just recently opened. One rather formidable suggestion comes from the National Broadcasting Company of New York. Mr. Van der Linde, representative of this company, approached the department some time ago with a proposal that his company utilize its network of 65 stations for a complete broadcast of a program to be entitled "Canada Calling" throughout the United States. The program involved from 13 to 20 units covering a period of thirty minutes, once a week. He proposed that the Dominion of Canada take three of the units involving a total of \$33,000, and that the company should secure from the provinces, railroad companies, large cities, hotel keepers' associations and other organizations interested in tourist trade the remaining units at a cost of \$11,000 each. There was no appropriation when the proposal was mooted to take care of such a proposal, but the company is hopeful that something may still be done, though the season is late and the listeners-in to the radio at this time of the year would be much smaller than they would have been during the months of January, February and March.

I have secured certain opinions in connection with this proposal, and the following paragraph received by me fairly well sums up the situation:

I think that it may be taken as axiomatic that any series of radio programs sponsored or endorsed by the Government of Canada must be distinctive and of such a character and standard as to uphold the finest traditions and appraisements of the Dominion. Indeed they must do much more. By their nature and the excellence of their presentation they must excite definite admiration among the millions of listeners of the United States for the people of Canada and their accomplishments; for the vastness and beauty of the country and its potentialities. By the pictures they present and the atmosphere they create they must provoke a definite desire to see and travel in Canada. They must be compelling, be representative of the Dominion, and the equal of anything heard on the best of the American net-works. The use of such an announcement as "The Dominion of Canada send you thirty minutes of entertainment, etc." demands nothing less.

On enquiry I have been informed that the Canadian Radio Broadcasting Commission has for some time past had a reciprocal arrangement with the National Broadcasting Company for inter-change of programs. The Canadian Radio Commission's series entitled "The Parade of the Provinces" has been quite distinctively Canadian, and I am certain has attracted large audiences throughout the United States. There is no present indication of the expiration of this reciprocal arrangement, though it may be that the National Broadcasting Company, should its proposal be rejected, might be inclined to discontinue their reciprocal agreement. Inasmuch however as the United States is probably getting just as much advertising in Canada as Canada is securing in the United States, the reciprocal agreement may continue without consideration of the other proposal. This question, in my estimation, is one which might be explained to this Committee by a responsible member of the Commission, rather than by myself. I believe however that the proposal has its merits, providing that the

National Broadcasting Company can secure the additional units from the provinces, railroad companies, etc., and can give the Government some guarantee that the series will be fairly continuous and cover a sufficient length of time to attract the listeners and to induce them to look forward each week to a Canadian program.

The CHAIRMAN: How many stations does the "Parade of the Provinces" broadcast cover?

Mr. CHISHOLM: I could not tell you, Mr. Chairman. I think it is a pretty good link-up. The National Broadcasting Company have sixty-five stations altogether, and give that entire network on a reciprocal arrangement.

The CHAIRMAN: We shall be able to get that from Mr. Charlesworth tomorrow.

Mr. CHISHOLM: Yes, Mr. Chairman.

The preparation and supervision of the program in my opinion is something that should be handled, not by the National Broadcasting Company in New York, but by somebody capable of doing so in Canada. I think that is very important.

I may state here that the only venture which the department has made into the radio field has been in connection with the supplying of a regular daily news service exclusively Canadian or British in origin from the Marine Department's station at Estevan, British Columbia, to outgoing and incoming Pacific liners. The station service is given free and the collection of the news is made possible through an arrangement between this branch of the Department of Trade and Commerce and the Canadian Press at a very nominal cost. Requests made by me for information regarding the service have elicited assurances that the news value is particularly high and that the service is being copied over an average distance of from 2,000 to 3,000 miles, according to conditions of reception. I am only mentioning this service to state that prior to its inception practically nothing but United States news was received on any of the Pacific liners, and to again stress the point that news is one of the best kind of propaganda. There is unfortunately no station on the Atlantic which can give the service free.

A further proposal was brought before this Department some time ago by D. G. C. MacNeill, His Britannic Majesty's Consul at Guadalajara, Mexico. Mr. MacNeill stated that there was a steadily increasing desire on the part of the better class of Mexicans to visit Canada, and this especially applied to the months of July, August and the first half of September, when owing to the rainy season, all business, and especially agriculture, is apt to be very dull, and when there is little to do. "Most of the better class of Mexicans" he stated, "are land owners, and it is in the above mentioned months that they usually seek to visit other countries. Owing to hard times there is a very decided falling off in travel to Europe, and an increase in travel to the United States, but owing to the fact that at that time of the year the southern part of the United States is unpleasantly warm, most of the travelling is to the northern part, entering at New York or San Francisco.

"It has occurred to me," said Mr. MacNeill, "that it might be a good move if some association or group of Chambers of Commerce were to combine and get out some literature, properly illustrated, of Canada and its opportunities for tourist travel. It would be necessary to have said literature printed in Spanish, and I would strongly recommend appropriate illustrations of Canadian scenery and points of especial interest and natural beauty.

"The Travel Association of Great Britain and Ireland," he continued, "produces a pamphlet every year which is sent to different parts of the world, printed in various languages for distribution by British Consular officers, and according to information received, this pamphlet has proven a useful form of propaganda, but in my opinion it is too small, and lacks proper illustrations. However it is better than nothing, but still it is open to considerable improvement. All propa-

ganda should take into consideration the psychology of the peoples approached, and remember that what might appeal to the Anglo-Saxon mind would not appeal to the Latin American."

With respect to this proposal it appears to me that, if accepted, it might apply just as well to other Latin American countries including South and Central America and Cuba, as well as to Mexico. Some years ago this Department prepared a pictorial booklet in Spanish together with a series of pictorial blotters for distribution at the Buenos Aires Exhibition. Copies of these I am submitting to this committee. They had a splendid reception, and the total cost of the 50,000 booklets and 500,000 blotters was in the neighbourhood of \$10,000 f.o.b. Montreal. These of course were distributed at the Canadian section of the exhibition. A considerable number of copies were also sent to Canadian Trade Commissioners in other parts of Latin America. Should a proposition of this kind be considered advisable I am informed that with the assistance of the Printing Bureau such booklets and blotters could be secured at a lower price, particularly if they were printed in larger quantities.

With respect to other languages such as French or Italian, the question of expense again is the only consideration.

If printed in English this pictorial booklet could well find distribution at exhibitions and fairs and also through other agencies in various parts of the English speaking world. As an indication of the interest taken in Canadian affairs outside the Dominion, we recently received a request from our Trade Commissioner in Melbourne for pictorial matter and information regarding the Centennial Celebrations in Toronto. Melbourne happens to be holding its own Centennial the same year. I made a request to the committee in charge of the Toronto Centennial and received a number of booklets.

In recent years we have had an increasing number of inquiries sent through His Britannic Majesty's Consul for informative and educative material from school teachers and pupils in Australia, New Zealand, and various parts of the British Empire. We have also received many requests from foreign countries. The booklet published by the Dominion Bureau of Statistics entitled "Canada—1934" has been of great value in fulfilling these demands. A very considerable number of attractive booklets of the Capital City have also been sent out.

I understand that it is the desire of this committee to secure suggestions as to a program of effort, first of all to cover the present year which is well advanced, and secondly to cover a further period of say, five years. I presume that whatever sum may be appropriated for the current year will be a special vote and that expenditures proposed will not serve to impair any existing appropriation which may already be earmarked for specific purposes. I would hesitate to give an opinion as to the amount of money which might be regarded as necessary even for a start. If, however, that most valuable and effective medium of advertising, namely newspapers—or even magazines—is to be used—particularly in the United States—then I may say that even the initial effort will involve a publicity vote in excess of any so far passed by the federal Parliament. It must be remembered that possibly the best months for the starting of a tourist campaign are January, February and March, the three last months of the fiscal year and the three first months of the calendar year. To take care of the initial effort therefore consideration must also be had for the campaign which should be started in 1935 (Calendar). I am not one of those however who thinks that Canada's tourist season is confined to a few brief months. After the summer there is the hunting and fishing seasons. And after that the season of winter sports, the equal for invigoration and pleasure of any in the world. There is a long season still ahead and, as I have said, provision should be made this year for the first three months of the next calendar year when extra efforts may seem necessary.

I have had the pleasure of reading the evidence of quite a number of witnesses who have appeared before the committee and who are, by reason of their experience and knowledge of the tourist traffic, probably far more competent to give advice on the subject than I am. Mr. Harkin, for instance, since leaving the newspaper profession, has devoted the greater part of his Civil Service career to tourist work, or at least to work very intimately connected with it. His activities have been increased recently by the taking over of certain duties formerly carried on by the National Development Bureau. I also read the quite voluminous evidence of Mr. Leo Dolan of New Brunswick, whom I knew years ago in the Press Gallery, and I think that he proved the theorem that a well-trained newspaperman can in a given space of time master almost any given subject. I understand, by the way, Mr. Chairman, that most of his "well-training" came through yourself. The brief of Mr. R. H. Coats, head of the Bureau of Statistics, who is responsible for us knowing that we have a Tourist Deficit speaks for itself. He also was formerly a newspaper man.

I happen to have been one myself and it is therefore more or less inevitable that I should still regard the newspaper as the most deserving and valuable medium for advertising purposes of any kind. The radio is undoubtedly an excellent and effective medium for advertising purposes. But if you use the radio you cannot logically expect the backing and support of the newspapers. That I think is well known to you, Mr. Chairman, and if I am in error I should like to be corrected. If you use poster advertising you have no right to expect newspaper backing, and yet poster advertising has very definite and effective uses. But if you use the advertising columns or pages of newspapers you first of all please the advertising manager and you are, or should be therefore automatically assured of the support of the editor and of follow-up editorial and reading matter. Because in the long run the advertising manager supports and pays the salary of the editor. Here again, Mr. Chairman, I may be subject to correction.

My contention is that radio and poster advertising should be supplementary to newspaper advertising. Booklets and pamphlets have a place by themselves.

In the event of the federal government undertaking directly to enter the field of tourist traffic, in my opinion the functions of the various authorities concerned should be fairly clearly defined. Should for instance the federal authority undertake the task of attracting tourists from other countries, the appeal should in my opinion be made on broad national lines. Opportunity as well as pleasure should be emphasized. Trade as well as travel should be stressed. The tired business man, reluctant to leave his duties and responsibilities, but much in need of a vacation, might be told that he could capitalize his trip by a study of Canada's industrial potentialities, her cheap and abundant water-power, her still unexploited natural resources, her sane labour laws, her transportation systems, and all other things which might attract investment.

The provinces, municipalities and local pleasure resorts are I presume in a position to advertise their own particular and individual attractions. Each has its own method of attracting the stranger within its gates and of looking after him when he gets there. It seems to me, however, that a good campaign of education regarding the duties and obligations of a host might be efficacious in impressing upon the minds of communities the value of the tourist traffic in dollars and cents, and the necessity of looking after and not killing the goose that lays the golden egg.

The American tourist who comes to Canada is permitted to purchase here and take back free of duty \$100 worth of Canadian commodities. I do not know what the average purchases in this connection are or to what extent this privilege is availed of. I would venture the opinion, however, that the demand of the average tourist is for goods indigenous to Canada, and which he cannot procure at home. And in this connection I do not think that enough emphasis has been

placed upon the importance of the encouragement of our own Canadian handicrafts. Other countries have imitated them, and cheap replicas are being manufactured and sold in souvenir shops all over the Dominion. I don't think that the average tourist wants an imitation.

With respect to handicrafts, I have here an article prepared some years ago by Mr. Guy Smith, then one of our Junior Trade Commissioners, on the subject of "Native Canadian Arts and Handicrafts and their Relation to the Tourist Trade."

I am afraid that I have not contributed many concrete suggestions to this committee, and I hope that none of the remarks which I have made will be considered as undiplomatic. I think that what the committee wants at the present moment is some suggestion for fairly immediate action. I can think of no more immediate opportunity than that offered by the Chicago Exhibition which is continuing this year. Chicago is after all the solar plexus of the North American transportation systems. People from all parts of the United States will come to it, but after a few days are bound to tire of it and to commence wondering where they should spend the remainder of their vacation. I personally believe that a great many of them might be persuaded through attractive publicity to finish it with the neighbours to the north. An attractive tourist information bureau at least would be justified at the exhibition, and it would seem to me that co-operative effort in this connection could be secured. This, however, is a matter which Mr. Cosgrove could advise upon better than I.

In my opinion inter-provincial travel should be encouraged. Certain provinces have certain individual attractions at various times of the year and at these times it seems to me people from other provinces might be encouraged to visit their neighbours. This would involve advertising outside of the particular province interested, and of course this would not be regarded as a function of the federal government.

Once the money has been voted the organizing of the campaign could be done fairly speedily. As Mr. Harkin has suggested, an inter-departmental conference of this interested in this line of endeavour could easily be called and could I am sure very speedily evolve some feasible plan along whatever lines are recommended by the committee. My attention has also been drawn to the fact that when loans have been placed or loan conversions have been made, a conference of the various advertising agencies has been called by the Department of Finance. A similar conference might be summoned in connection with this important matter to consider foreign and domestic advertising.

In my opinion there are so many ramifications in the tourist traffic affecting so many departments that inter-departmental action is necessary, and while I am not in a position to advise the Privy Council, it seems to me that a sub-committee of the Cabinet might be created which would meet from time to time and consider new plans for the stimulation of this important industry.

I am quite sure also that it would be quite easy at any time to secure a conference in Ottawa of publicity men from the provinces, railway companies, steamship companies, municipalities, etc. These might be calculated to come here at their own expense as they are all individually interested in the business.

Mr. Chairman, I hope that I have not taken up too much of the time of this committee and that I have at least given a few suggestions which may justify the time which I have taken. I regret that I cannot give you any definite information with regard to England and the Continent. Our publicity work in that territory is covered by the High Commissioner's office, which to-day is under the jurisdiction of the Department of External Affairs.

The CHAIRMAN: Thank you, Mr. Chisholm.

Gentlemen, are there any questions you wish to ask Mr. Chisholm?

Hon. Mr. GREEN: I think, Mr. Chairman, that Mr. Chisholm has given a very full disquisition on the matter from his point of view.

Hon. Mr. MACARTHUR: You spoke about a proposal from some American broadcasting organization.

Mr. CHISHOLM: The National Broadcasting Company.

Hon. Mr. MACARTHUR: How many units?

Mr. CHISHOLM: Sixty-five.

Hon. Mr. MACARTHUR: And you are suggesting that the Federal Government take three?

Mr. CHISHOLM: They are suggesting that, at \$11,000 each.

Hon. Mr. MACARTHUR: You made some remarks about the hotels and other organizations taking up how many more?

Mr. CHISHOLM: They are suggesting thirteen to twenty.

Hon. Mr. MACARTHUR: On the same basis?

Mr. CHISHOLM: On the same basis, \$11,000 each.

Hon. Mr. MACARTHUR: At how much? \$200,000?

Mr. CHISHOLM: The only governmental expense would be the \$33,000. I do not think it would be very much use unless you had up to twenty. Two or three or four would not be any use. You have to have a sort of repercussion.

Hon. Mr. HOCKEN: What cities would they cover in the United States?

Mr. CHISHOLM: They would cover practically the whole of the United States.

Hon. Mr. HOCKEN: With the sixty-five stations?

Mr. CHISHOLM: The sixty-five stations would cover the whole of the United States.

Hon. Mr. HOCKEN: What cities would they cover if the Federal Government put in \$11,000?

Mr. CHISHOLM: They offer the use of their whole network for \$11,000 per unit.

Hon. Mr. HOCKEN: \$33,000?

Mr. CHISHOLM: \$33,000 for three units, and they would undertake to collect the other units—hotel organizations—

Hon. Mr. MACARTHUR: They would be taking up the greater part of it.

Mr. CHISHOLM: All they wanted from us was, more or less, the sponsorship of the proposition. They want it to be national, to be Canadian; they do not want any of the organizations to be named.

Hon. Mr. MACARTHUR: So it is conditional on so many units being taken?

Mr. CHISHOLM: They did not give us any guarantee at all. They asked the Dominion Government to take three, and undertook to collect the other ten or twelve or fifteen.

The CHAIRMAN: Private enterprise.

Mr. DOLAN: Mr. Van der Linde approached me just prior to the annual meeting of our association, and I submitted his proposal to that meeting. The idea was that each of the provinces would take a half hour period, and the Federal Government, and probably three or four of the transportation companies.

The CHAIRMAN: Is the proposal being seriously considered by your department?

Mr. CHISHOLM: As I said, the fact that we had not any money at the time more or less caused it to be shelved, and also the fact that the reciprocal agreement with the Radio Commission is still in existence. I think probably Mr. Charlesworth would explain that.

The CHAIRMAN: Who prepared the Canadian Arts and Handicrafts?

Mr. CHISHOLM: Mr. Guy Smith, a Junior Trade Commissioner. I am not sure where he is now.

Hon. Mr. MACARTHUR: How would moving picture compare with radio for effectiveness, in your opinion?

Mr. CHISHOLM: I think they are exceedingly good.

Hon. Mr. MACARTHUR: What is their percentage of effectiveness? Which is the better?

Mr. CHISHOLM: Well, I suppose you have a larger audience on the radio than you would have of spectators, wouldn't you?

Hon. Mr. MACARTHUR: But if you take the Chinese proverb, that one picture is worth four thousand words—

Mr. CHISHOLM: A picture is a very good thing. Mr. Badgley would explain that. Now that we have the sound feature, I think the pictures will be even more effective than in the past.

The CHAIRMAN: But I understood you to say that it was impossible to get the news out on the Atlantic coast.

Mr. CHISHOLM: It has not been impossible, but it has been expensive. The Marconi Company has the only station through which we can place it on the Atlantic coast.

The CHAIRMAN: That is on Glace Bay.

Mr. CHISHOLM: That is on Glace Bay. I have had some conversations with the manager of the company, and of course he does not want to give it for nothing. He wants us to pay for the service. I have been unable to find out what the actual cost would be. They are putting over a service now. I think it is prepared in Montreal, but it is not as good as the one we put out from the Pacific coast. I think the question is worth taking up. Most of the news going from the Atlantic coast to-day is American news. The total cost of the service we now put over the Pacific coast is \$100 a month.

Hon. Mr. MACARTHUR: That is very small.

Mr. CHISHOLM: Very small.

Hon. Mr. MACARTHUR: You would think the steamship companies would be interested.

Mr. CHISHOLM: They are very much interested. They copy those and publish the news in their daily bulletins, and sometimes people are attracted to Canada instead of to Seattle or San Francisco.

The CHAIRMAN: Do you hold the view that a separate organization, a publicity department, co-operating with your department and with Mr. Harkin and others, would be effective in catering especially to the tourist business?

Mr. CHISHOLM: There are very many departments involved. For instance, you have the Department of Interior—

The CHAIRMAN: I should like to have a list of the departments sending out publicity.

Mr. CHISHOLM: The Department of Immigration, of course, once had a very fine organization throughout the United States, which encouraged tourists as well as immigration. I do not know whether they have any money to spend now. I think their stations have been removed. The department still has a very direct interest in tourists—colonization. Then the Department of National Revenue is interested in one way, because of the fact that its regulations in connection with incoming tourists have to be considered. The Department of Trade and Commerce, as I tried to point out, has a fairly good contact throughout the world. The Department of External Affairs, of course, handles all the

overseas publicity, and also, I suppose, looks after passports and things of that kind. Then there is the Department of the Secretary of State. I do not know, but I think there are at least six departments that have more or less of an interlocking interest in publicity.

Hon. Mr. HOCKEN: Do the regulations of the Immigration Department hamper the tourists coming in?

Mr. CHISHOLM: I don't know that, Senator Hocken. I don't think they do.

The CHAIRMAN: To follow up my point, do you think it would be beneficial to have a publicity department devoting itself exclusively to the tourist business and co-operating with the other departments? Do you think the tourist business is important enough to have a separate publicity department?

Mr. CHISHOLM: They have one in Italy, and Russia, and France, and in some other countries, I believe. The tourist business is certainly very important. It is, I think, or should be, the third largest of our industries.

Hon. Mr. HORNER: As far as securing revenue for the country is concerned?

Mr. CHISHOLM: Yes, as far as securing revenue for the country is concerned.

The CHAIRMAN: Do you think a department devoted to the development of the tourist industry would be practical and beneficial?

Mr. CHISHOLM: At least a bureau, sir; I think that very seriously. I think the suggestion of a sub-committee of Council—that is a thing that is not my business, perhaps—would be an excellent thing. If you had a sub-committee of Council meeting from time to time at the call of the chairman, and having power to call people in and discuss matters, I think it would be beneficial. It would not be a private gathering, but the six or seven Ministers of the Crown who head departments interested directly or indirectly in the tourist traffic would, I think, do a great deal of good work.

Hon. Mr. HOCKEN: Would they have time to concentrate on it?

Mr. CHISHOLM: They would discuss not so much the details as policies. The details of this, I think, could be worked out by a good advertising agency—one or more.

The CHAIRMAN: What would you say about that Committee of Council having also a small committee from the Commons and the Senate to co-operate with it?

Mr. CHISHOLM: Very good, sir—much better. The stronger the better. I think it would be an excellent thing to have a standing committee of that kind.

The CHAIRMAN: Devoted exclusively to the tourist business?

Mr. CHISHOLM: Absolutely.

The CHAIRMAN: We appreciate very much your kindness in coming here, Mr. Chisholm, and want to feel at liberty to call on you from time to time until we present our recommendations to the Senate.

Mr. CHISHOLM: Thank you, sir.

The CHAIRMAN: Now, we have with us Alderman H. D. Marshall, of the Industrial and Publicity Commission of the city of Ottawa.

Mr. MARSHALL: First of all, gentlemen, allow me to make clear my situation here. I find myself in possession of a very efficient secretary who, I understand, wrote the Committee and said I would like to come up and talk to you, before I knew anything about it.

The CHAIRMAN: She forged your name?

Mr. MARSHALL: She came along with a letter, and I signed it. I prefix my remarks by that statement because I should like to know just what you would like to know of me. Am I to get information from you or to give information to you?

The CHAIRMAN: In your letter you said that you would like to have an opportunity of appearing before the Committee and telling us what the city of Ottawa has been doing.

Mr. MARSHALL: That is what I should be very glad to do.

The city of Ottawa has a Bureau of Publicity and Industrial Research. Its objects are: to establish Ottawa, the capital of Canada, as a tourist centre.

To establish Ottawa as a convention centre.

To establish Ottawa as an industrial centre by advertising her cheap unrivalled water-power and other industrial advantages.

I may say that I have always been of the opinion that Ottawa could do more from the industrial standpoint than it has done, and when I took over the chairmanship I made that statement, and set an example by starting the first industry myself.

We have done quite a lot to establish Ottawa as a winter sports centre.

The Commission is composed of seven aldermen. The appropriation for 1933 was \$12,450, notwithstanding the fact that according to the regulation of the Ontario Government, Ottawa could spend \$27,500.

You may be interested to know just how we spread that out. The Bureau has two permanent employees and twelve to fourteen temporary employees during the summer. They are engaged as follows: five contact agents at various ports of entry from the United States; three employees in the Municipal Tourist Camp. This camp, apart from the capital expenditure, is self-supporting from year to year. We have one office assistant; three to five official guides.

Now, while the Bureau is primarily an information bureau on Ottawa and vicinity, it is equipped to furnish information on all travelling problems, to supply maps, folders, and so forth.

In 1933 over 55,000 pamphlets on our capital were distributed through various agencies. Fifty-nine conventions were held in Ottawa, and over 20,000 people passed through the Bureau. In other words, 20,000 people came in and asked for information about Ottawa, or the rest of Canada, wherever they might be going, and they were handled personally by the secretary or one of the assistants. Amongst those 20,000 we had people from Alaska, Austria, Australia, Bahama, China, England, Finland, France, Germany, Holland, India, Ireland, Japan, Newfoundland, New Zealand, Scotland, South Africa, Switzerland, Wales and Turkey.

Hon. Mr. MACARTHUR: Did you have a tabulated register?

Mr. MARSHALL: Yes. We can give you a complete record of who they were.

Hon. Mr. MACARTHUR: Did you have a questionnaire of any kind?

Mr. MARSHALL: No, we just give them the information they are looking for, and they sign the register.

Now, I have a few suggestions here. First, allow me to remark that I have everything in praise to say of your present tourist bureau. The only recommendation I could make is that you give a larger grant to this tourist bureau in connection with the National Parks. I suggest that this bureau should be called the National Tourist Bureau so as to avoid the idea that it is run by any particular department. I think a federal tourist bureau could well afford to do some newspaper advertising, and advertising in travel magazines, particularly in the United States, where people who do not consider very long ahead where they are going could be reached. Talks over the radio last winter—and we took particular note of this—concerning the outstanding cities and provinces have already given results. We have had people in the bureau who said they came here because of those talks.

There is one other thing that I regard as most important of all. I am speaking from the standpoint of one who does foreign trade. I am in the importing and exporting business, and have been for many years. I think the

time has come when the tourist traffic should be looked upon as a very important branch of Trade and Commerce. We have boats and other means for transporting merchandise to other countries in exchange for money, and to enable the people in those countries to enjoy the benefits of the things we have produced. Then on the other side, from selfish motives, there are methods devised for keeping us out, and no matter how you look at it, it does not seem as though we can prevent that very much. There is one way in which you can give the people of foreign countries the privilege of eating what we produce and wearing what we manufacture, and that is by bringing them here and letting them eat and wear here. The old method, which is becoming fettered by tariffs, was to take our merchandise to them.

Hon. Mr. HOCKEN: Bring them at our expense?

Mr. MARSHALL: If Mahomet cannot come to the mountain, bring the mountain to Mahomet.

Hon. Mr. HOCKEN: If Mahomet has not enough money to come, what then?

Hon. Mr. MACARTHUR: Bring him at your own expense?

Mr. MARSHALL: Oh, no, not any more than you would send your goods to them at your expense. You send merchandise to a foreign country, and the people there pay freight and duty on it. There seems to be some difference in your goods that makes them willing to pay for them. The strange thing is that no matter how many charges you put on, or how much discouragement is placed in the way by governments, the common people of every country like the merchandise of other countries, and are willing to pay to get it, so long as the price is within reason. So, if you are cut off by embargoes, quotas, etc., you can bring them to this country and let them partake of the goods here. I think, therefore, the tourist business is going to play a very material part in matters of trade and commerce. My recommendation is, therefore, no matter what you may do in the way of tourist activities, that you should go to the source, the place of origin of the tourists, and have your Department of Trade and Commerce set up a tourist branch to work in co-operation with your present trade commissioners.

Hon. Mr. HOCKEN: We are already doing that.

Mr. MARSHALL: Then I highly approve of what Mr. Chisholm has recommended; and, honourable gentlemen, allow me to say that if you can set up a tourist branch which is half as efficient as your present Trade and Commerce Branch, you have got the thing licked to start. I have used the Canadian trade commissioners in foreign countries many times. They show just as much interest in any person's merchandise as they do in their job. I have everything in praise to say of them.

Hon. Mr. GREEN: You talk of bringing the tourist here. Do you mean to bring them as tourists, transients, or as immigrants?

Mr. MARSHALL: Not as immigrants. That is a different problem altogether.

Hon. Mr. HOCKEN: Would you confine our activities to the Department of Trade and Commerce?

Mr. MARSHALL: No, sir. My suggestion is that that is the most important branch through which you can enlarge your activities.

Hon. Mr. HOCKEN: If we set up a tourist branch under the Federal Government we could secure the co-operation of all the departments, couldn't we?

Mr. MARSHALL: That might be so; but my thought is that the greatest amount of your effort should be expended where the tourists originate rather than where you expect to receive them.

The CHAIRMAN: In other words, go into their centres.

Mr. MARSHALL: Yes.

The CHAIRMAN: I think that has been the general view of all who have appeared before the Committee.

Hon. Mr. MACARTHUR: You speak of \$12,000 being spent in the city of Ottawa. Where did that money come from?

Mr. MARSHALL: From the city—a grant from the city.

Hon. Mr. MACARTHUR: Have you any means of increasing your budget?

Mr. MARSHALL: No, we have not. The city can do it if it wishes. The Ontario Government authorizes a grant equivalent to twenty cents per capita of the population, which in the case of Ottawa would be \$27,600. Last year our appropriation was \$12,450.

The CHAIRMAN: Thank you very much indeed.

Now, Mr. Morgan Eastman of Toronto is with us this afternoon. He has performed a great service on the Pacific Coast in connection with publicity, and it has been suggested to me that he could be most helpful to this Committee, and I would like him to appear before the Committee and give his views.

Mr. MORGAN EASTMAN: Senator Dennis and gentlemen, it is my opinion that the first essential in the promotion of the tourist business in Canada is a national viewpoint. To date tourist promotion has been left to, first, cities whose publicity bureaus are largely dependent upon public subscriptions, in some instances aided by city grants; second, provincial governments; third, resorts, and fourth, transportation companies.

The cities with one or two exceptions have largely dissipated their funds in excessive office overhead, travelling secretaries, fantastic advertising schemes that were the brain-child of some self-important director who had no practical advertising experience. The result has been that when you analyse the statements of these civic bureaus you find that all too small a part of their advertising dollar has been used for the purpose of sending their message to the prospective tourists.

The provincial government grants for publicity purposes have been pitifully inadequate. Provincial governments have overlooked the fact that advertising costs are determined by the results and not by the amount expended. In effect, the provincial governments have given their publicity departments ten bushels of seed wheat with instructions to plant a section of fertile land. It just cannot be done profitably, as any man who uses advertising in his business knows.

The resorts, by concentrating their small, but adequate to their needs, appropriations in restricted markets have been reasonably successful.

To the transportation companies must go the chief credit for the growth of Canada's tourist business. By reason of intelligently planned and expertly executed campaigns, they have capitalized to their limit Canada's proximity to the world's largest potential tourist market, and Canada's natural climatic and scenic advantages. The transportation companies are limited in their appeal, however, because of necessity, their advertising must be pointed at the prospective tourist who is interested in resorts and the "long haul" thereto. This class of tourist is restricted in numbers, and Canada has yet to make a direct appeal sufficiently comprehensive in size and plan to get its message of invitation to seventy-five per cent of potential tourists who cannot or do not want to go by train or boat to the more exclusive resorts, but whose tourist dollar has just as many cents as his brother's, and who, perhaps, actually spends it more free.

Now, my opinion in regard to the function of the Government in the promotion of tourist advertising is as follows:—

Canada's tourist business has grown, but it has not grown in relation to the possibilities of the market at hand or the attractions Canada has to offer,

the reason being that there has been no directing head. In my opinion that head should be a Minister of the Dominion Government. There is a precedent indicating this action. The governments of France, Russia, Italy and Switzerland have placed this stamp of importance on their respective tourist industries.

A Canadian business which, largely without direction or plan, has grown from \$80,000,000 to as high as \$300,000,000, justifies this recognition. The importance of the foreign money received from tourists is emphasized by the bearing it has on the settlement of Canada's external debt. Is there any reason why a man holding the important position of a Cabinet Minister should not direct this business?

Then, too, the distribution of the tourist dollar materially affects all classes. Twenty-five per cent of the tourist dollar goes to Canada's merchants, and through them to manufacturers and labourers; twenty-one per cent goes indirectly to our farmers for food products; twenty per cent goes to our hotels, camps, resorts and rooming houses; twenty per cent goes to transportation, either rail, steam, or the cost of motoring; eight per cent goes for amusement, and six per cent for miscellaneous purposes.

The tourist dollar, both in point of numbers and in relation to the part it plays in giving employment, is of sufficient importance to command the attention of a major official. In fact, there can be no justifiable reason why one of Canada's four major industries should suffer further neglect by our Federal Government.

The Minister should have to deal with matters of policy only, and should employ the services of competent advertising counsel in the form of a recognized advertising agency with a record of commercial success. It would be the function of the advertising agency to plan, produce and place the advertising itself under the Minister's direction. This general policy will eliminate needless overhead—there is no charge for advertising agency service—and ensure the same type of advertising that brings success in commercial fields. At the same time it would leave the Minister free to deal with the matter of broad general policy.

The CHAIRMAN: Before you go on. You say there can be no justifiable reason why any one of Canada's four major industries should suffer further neglect by our Federal Government. Is that a fair statement when you take into consideration the fact that approximately \$2,000,000 a year is being spent now in maintaining and developing the National Parks as a tourist attraction?

Mr. EASTMAN: I do not question that, Senator, but my point is that the Government has done nothing to sell those attractions. They have built the attractions but have not sold them. They are not known abroad. The Government is in the same position as a man who builds a plant and produces goods, but does not make provision for selling them.

The CHAIRMAN: How much a year are you spending in advertising the National Parks, Mr. Campbell?

Mr. CAMPBELL: Our vote at the present time is about \$40,000 for National Parks. This, of course, is considerably cut.

The CHAIRMAN: What was the highest amount?

Mr. CAMPBELL: About \$90,000.

Mr. EASTMAN: The writer suggests that the Government advertising should confine itself to only one aspect of tourist advertising. An analysis of 200,000 tourist inquiries revealed four dominating questions that prospective tourists have in mind. They are: one, "Where to go?" two, "How to get there?" three, "What does it cost?" four, "How long will it take?"

The Government advertising should answer the first question—"Where to go?"—the answer being, Canada. It is obvious that it would be impractical for the Government to attempt to answer the remaining three questions,

either to the satisfaction of the tourist himself or to the multitude of Canadian communities interested in the tourist business, each of which would want to supply its specific information in detail.

The Government advertising should deal with Canada as a whole, answering question No. 1, "Where to go?" It should, however, invite inquiries as to the three remaining questions—"How to get there?" "What does it cost?" "How long will it take?"—and refer these inquiries to the cities and provincial bureaus for direct replies. This would provide the necessary follow-up to inquiries, and eliminate duplication by the Dominion Government in this phase of tourist advertising. It would also place the responsibility as to what part of Canada the tourist would choose for his vacation upon the initiative of the individual tourist bureaus. Bureaus would only receive inquiries applicable to their particular areas.

And now I come to the market. The United States of America offers the most fertile market. Canada's playground has 3,000 miles of window-front and many entrances opening to this market. Whether a tourist comes from a distance of fifty miles or fifty thousand miles, his daily expenditure while in Canada will be approximately the same. Consequently Canada's first effort should be in that market where the time and cost involved in coming to Canada will be less likely to cause the prospect to refrain from accepting Canada's invitation.

In one of Canada's peak tourist years, 1930, only 1,470,497 United States motor car tourists entered Canada for a period longer than twenty-four hours. I believe the total was about 3,000,000 of twenty-four hour permits. The total United States motorists accessible to Canada that year numbered 23,121,589. The ratio of tourists coming by train or boat in relation to the whole might be said to be approximately the same as those coming by motor car.

The point is that the United States tourist market available to Canada offers potential tourists whose aggregate spending in Canada might easily total \$500,000,000 annually.

The writer has travelled in every state of the United States, visiting every city of over 100,000 inhabitants, studying the potential tourist business. The seasonable climatic and scenic story of Canada needs only to be told to enable Canada to reap a rich harvest of tourist dollars.

In regard to media, I may say that the selection of media to carry Canada's advertising message should be left to the Minister's advertising counsel, or whoever is appointed. The determining factor in making the selection of media is getting Canada's message to the largest number of potential tourists at the lowest cost. The advertising counsel's daily use of all forms of media has given him a practical knowledge of their respective effectiveness and cost.

In the writer's opinion, the newspapers offer the most effective and economical media for carrying Canada's message to United States prospective tourists. I say this after some fourteen years of tourist advertising experience in the United States. There are a number of reasons. The newspaper is read by all members of the family, and seventy-five per cent of Canada's tourists from the United States are either a family unit as a whole or a major part of it. Without doubt all members of the family play some part in the selection of that area which is favoured by the tourists, consequently it is important that Canada's message should be seen by all members of the family.

The newspaper is flexible, and the advertising may be released when and where it will be most effective. We know definitely in advance that Canada's message will be delivered to a known number of persons. The cost per message is as low as any, lower than most.

In the opinion of the writer national magazines could be used effectively in co-ordination with the newspapers. However, the current season is too far

advanced to use magazines, owing to the advanced closing dates of national publications of this character—some of them are from four to eight weeks—and it has been my experience that the most effective tourist advertising can be done, in so far as Canada is concerned, from March 15 up to the 1st of July.

Radio has possibilities, but it also has hazards. It is a combination of showmanship and salesmanship. Too much showmanship and all the advertiser gets for his money is applause, no buyers; too much salesmanship, and you have no audience. A multitude of programs compete for attention. We have had considerable experience in radio advertising, and find it most hazardous. It is similar to an attempt to place a show on Broadway. You never know when it is going to click. In talking with a business man in New York, from where I returned just two weeks ago, he informed me that he was negotiating with one of the outstanding stars, and that he finally closed at a salary of \$1,000 a week. He still had the balance of his program to pay for—the orchestra and the remainder of his program, as well as the cost of the network. At that time there were eleven such programs on the air, each competing for the audience. The reason the stars are paid these seemingly extravagant figures to head programs, is because each and every one of them already has an audience, and it is believed to be more economical to buy a star with a ready made audience than to build an audience, as Canada would have to do.

In regard to the cost of Canada's advertising, I would say that estimating the potential revenue at \$200,000,000, the Government cannot afford to invest less than one-fifth of one per cent.

The CHAIRMAN: That is increased revenue?

Mr. EASTMAN: Estimating the potential revenue at \$200,000,000, the Dominion Government cannot afford to invest less than one-fifth of one per cent, or \$400,000. In my opinion this investment would increase the current year's tourist business a minimum of 20 per cent over and above the estimated \$200,000,000, or approximately \$40,000,000, an increase gained at a cost of one per cent. I believe that if some such action is not taken our tourist business will continue to fall off, as it has fallen steadily since 1929. I do not think that the falling off has been due to any great reduction in the volume of advertising. There has been much less advertising done by the civic and provincial bureaus during the last four years, and that has been a factor, but I think general economic conditions have been the chief factor.

In regard to sponsorship, it is my opinion that the Government should sponsor its own advertising. California and Florida have consistently advertised in Canada for many years. The Governments of Russia, Italy, France and Switzerland advertise in the United States. It is true that there has been propaganda within the United States to "See America First." This was directed at those United States tourists on the Atlantic coast who vacationed in Europe. Individual states, notably California, have advertised on a budget exceeding a million dollars annually for many years in less favoured states. Canada's Pacific Northwest has advertised continuously for ten years in California and South-western States, and during that time has not only had the co-operation of the Pacific Northwest States but also the co-operation of the State of California Bureaus themselves. The likelihood of the United States Government taking any action to prohibit American tourists from visiting Canada can best be answered by members of the Canadian Government themselves. Would members of the Canadian Government accept responsibility for action that would prohibit Canadian tourists from visiting the United States?

I have before me the current issue of the *New York Times*, that is of Sunday, May 13. Following is a partial list of the tourist advertisements: Maine, New Hampshire, Vermont, Texas, California and other states; Russia, Oberammergau, Switzerland, Alaska, Sweden, Norway, Denmark, Italy, Cuba; numerous steam-

ship and railway tourist advertisements; and a number of United States resorts. Canada is represented only by the Canadian Pacific Railway and a small advertisement by the province of Quebec.

I have concluded my brief, honourable gentlemen. If you have any questions I will try to answer them.

Hon. Mr. HORNER: You recommend that a minister have charge of the tourist business. Do you suggest that there should be a new department with a minister devoting his time exclusively to promotion of the tourist business?

Mr. EASTMAN: I believe, senator, that it would be best to have the work in charge of a practical man who held a responsible position in the Government. If there are available men of sufficient character and weight in public affairs to assist him through a committee, that would be well. I find that in the promotion of the tourist business in Canada, in our cities and provinces, that in most but not all cases the tendency has been to shelve the responsibility on inefficient, incapable or inexperienced executives. I think that a business which potentially ranks among the first four in Canada demands the attention of a minister at the head of it.

Hon. Mr. GREEN: The federal bureau that has been suggested so often would of course come under the minister of the department to which it was attached.

Mr. EASTMAN: Are you speaking now, sir, of a bureau consisting of representatives from the various provinces and cities?

Hon. Mr. GREEN: No. I am speaking of a federal bureau. If one were established it would be a branch of one of the departments, and a minister would be responsible for it. Is your opinion that the tourist business is large enough to necessitate a portfolio for that business only?

Mr. EASTMAN: I believe that eventually it will come to that, senator.

Hon. Mr. GREEN: As I say, a minister will be responsible for the bureau, if it is formed, because the bureau would necessarily be part of one of the departments.

Mr. EASTMAN: That is correct. Perhaps I have not made myself clear. I have been listening here for a few days and have heard suggestions that the money to be spent by the Federal Government should be spent under the direction of men outside the Government service. I am not in agreement with that.

Hon. Mr. GREEN: I think nearly all of us have agreed that the money should be spent directly by the bureau.

The CHAIRMAN: The Government is responsible for the expenditure of the money and must direct that expenditure rather than hand the money over to an independent organization of citizens to be expended as they decide? That is your view?

Mr. EASTMAN: Yes sir.

Hon. Mr. HORNER: And is it your view that if the advertising in foreign countries were done by a federal organization, comprising all the provinces, the appeal would be stronger than if the advertising were done by a commercial enterprise?

Mr. EASTMAN: I believe it should be sponsored by the Dominion Government.

Hon. Mr. GREEN: You are not suggesting that the present methods should be done away with?

Mr. EASTMAN: Not at all. I only maintain that they are inadequate.

Hon. Mr. MACARTHUR: I am not quite clear as to Mr. Eastman's idea about the setting-up of this bureau. I did not get the impression that we should have a new portfolio. It seems to me that the bureau would come under the Minister of

Trade and Commerce. He would be the nominal head, and he would have in charge of the actual work a capable man, who would in turn have capable assistants. And this bureau would co-ordinate with other branches of the Government and with the tourist associations. Eventually it might become necessary to have a separate portfolio.

Mr. EASTMAN: I believe that a minister should now accept the responsibility. Of course he would perfect his own organization. I do not know how he would do it, but I merely express the passing opinion that eventually there will be a separate portfolio.

The CHAIRMAN: Mr. Eastman, you have had many years' experience on the Pacific coast, have you not?

Mr. EASTMAN: Yes sir.

The CHAIRMAN: You were Chairman of the first community effort to raise funds by public subscription in the city of Vancouver?

Mr. EASTMAN: Yes sir.

The CHAIRMAN: You served as director of the Greater Vancouver Publicity Bureau, I understand, and planned and helped to organize the Pacific Northwest Association of Cities which for ten years has successfully promoted "The Evergreen Playground of the Northwest"?

Mr. EASTMAN: Yes.

The CHAIRMAN: Will you tell us something about your work on the Pacific coast?

Mr. EASTMAN: We realized the need of Vancouver about fifteen years ago, I believe. I became interested in the tourist business at that time and I just happened to be selected as chairman of that drive. After the fund was raised I served for two years as Director of the Greater Vancouver Publicity Bureau. Subsequently we realized how inadequate was the work that we were attempting to do, and Mr. Fred Crome, who at that time was President of the Vancouver Publicity Bureau, and I organized what is known as the Puget Sounders, an organization which comprises the cities adjacent to Puget Sound and in British Columbia—that is the cities of the State of Washington and the province of British Columbia. It has been functioning consistently with success since that time. I may say, as a matter of record, that the advertising campaigns that we ran were for five years out of seven recognized by the Associated Advertising Club of the United States as the best planned and executed tourist advertising campaign of the current years. And at that time California had an advertising appropriation of one million dollars, whereas the combined appropriation for the cities of Vancouver and Seattle never exceeded \$150,000.

The CHAIRMAN: If there are no further questions we will proceed to the next witness. We are grateful to you, Mr. Eastman, for coming here. I will now ask Mr. Frank C. Badgley, Director of the Dominion Government Motion Picture Bureau, to speak to us.

Mr. FRANK C. BADGLEY, Director of Dominion Government Motion Picture Bureau: Mr. Chairman and honourable gentlemen, I have not prepared a brief. I left another committee at ten minutes after three and came over to this one.

The CHAIRMAN: Can you let us have your views?

Mr. BADGLEY: It might be best for me to outline briefly how the Canadian Government Motion Picture Bureau operates. The Government went into the motion picture business in 1917-18 as a means of selling war loans, and when the war ended it turned the proverbial sword into a ploughshare and commenced to use motion pictures in connection with the work of the Department of Trade and Commerce. Canada was probably the pioneer country of the world to take

advantage of motion pictures as a medium of direct government effort. In the intervening years we have built up a motion picture bureau that is probably unique as a governmental organization. It is admitted by the American Government that they have not got a motion picture bureau as compact and useful as ours. The experts of the Empire Marketing Board were kind enough to say that we constitute the best film publicity bureau in the world.

The functions of the bureau are firstly in connection with our own departmental work, that is the work of the Department of Trade and Commerce. We produce films, photographs, transparencies, enlargements, all sorts of pictorial display matter and so on, for use of the various branches of our department. For example, we produce all the exhibits for our Exhibition Commission. We furnish our Trade Commissioners with pictorial publicity matter, and we work in co-operation with our Publicity Department in producing all sorts of material.

We have found that the promotion of tourist traffic, not directly but through the dissemination of knowledge that encourages people to think of Canada and perhaps to travel there, has been a great asset in the trade work in our department. We produce on an average from twelve to twenty new films a year, which are distributed in something like forty countries. Perhaps 40 per cent of these films are about the Rocky Mountains and the Evangeline Valley, films that are really tourist encouragement films. These are distributed in the theatrical and non-theatrical fields.

The CHAIRMAN: Are they sound films?

Mr. BADGLEY: We make sound and silent films. As a matter of fact, at the present moment four engineers are installing sound recording equipment in my plant. That is one of the reasons I have not a brief prepared.

Hon. Mr. MACARTHUR: What kind of pictures would sound equipment be used for?

Mr. BADGLEY: It is necessary to produce sound pictures if you are to get them into the theatres nowadays. I may say that two of our films are being shown at big theatres in New York city this week. One of them was made in co-operation with the Canadian National Railways and concerns the Maligne Lake district of Jasper National Park, and the other was made in co-operation with the Canadian Pacific and tells about the French River district.

The CHAIRMAN: The sound picture is the standard film of to-day?

Mr. BADGLEY: Yes. You have to produce on professional lines.

Hon. Mr. GREEN: The sound helps to carry along the story, I suppose?

Mr. BADGLEY: Yes, by providing a musical background, or some other background. Last year we produced films dealing with the lead, nickel and zinc industries, the salmon fishery and canning, the canning of fruits and vegetables, fruit growing, Atlantic deep-sea fisheries, and hardwood lumbering operations. In addition, in co-operation with the Parks Branch, the Canadian National and the Canadian Pacific, and some of the provincial governments, we produced half a dozen or more of what we call scenic pictures. I think some of my friends whom I have heard talking before this Committee are rather inclined to take the Government's effort for granted, or are perhaps oblivious to some of the work that we do. I believe that the work done by our bureau and by the Publicity Department, as well as by the Parks Branch, has had a very tangible effect on the tourist business of this country.

The CHAIRMAN: I think the members of this Committee appreciate that.

Mr. BADGLEY: At March 31 this year we had 5,308 films, representing an approximate film footage of four and one-quarter million feet, in active circulation. The territories in which those films were being circulated included Great Britain, Australia, New Zealand, Tasmania, South Africa, the West Indies, Aus-

tria, Czechoslovakia, Belgium, China, France, Switzerland, Germany, Greece, Turkey and the Near East, Holland, Italy, Japan, Norway, Sweden, Finland, Denmark, and to some extent in South America, Cuba, and of course in the United States. I think that represents a fair coverage. From a tourist viewpoint the United States is probably our greatest field. In that country at the present time we have close to 2,700 individual films in active circulation. We have some forty or sixty of what we call regional distributors in the United States. A great many American universities have what they term extension divisions, and they have a little circuit of non-theatrical associations, comprising other schools, religious associations, community bodies, and so on. We have on deposit with the American Museum of Natural History about sixty films. In the year 1933 the museum gave 5,315 showings of our films, to audiences that totalled 1,005,891 persons. Perhaps our largest distributor in the United States is the National Council of the Young Men's Christian Associations. It has a motion picture bureau that is operated very much like our own. It is maintained by commercial advertisers, whose films are distributed along with ours. Mr. Fredrick, the Secretary of the Council's Motion Picture Bureau, writes me as follows under date of May 10:—

With reference to the number of people who have seen your films during the past year, a conservative estimate based on accurate figures which we keep of the number of reels shipped monthly, is that over 11,000,000 people were in attendance at the exhibitions for which we supplied films.

However, this figure does not tell the whole story. We have supplied a large number of your films to Fish and Game Associations, Sportsmen's clubs, motor clubs, camps, and similar groups. This type of exhibitor as a rule does not ask for one Canadian picture, but an average of three or four reels.

Also, there is another phase to be taken into consideration. This past year our supply of American industrial films has not been up to "par" by any means, either in quantity or in the variety of subjects, and as a result we have to fill in the gaps with your Canadian subjects.

Practically every shipment of films that leaves either of our exchanges has at least one Canadian picture in it, and during the past year this has been increased to an average of almost two reels.

It might also interest you to know, that we have been able to take care of but fifty per cent of the demand for pictures. In other words, we could have used to good advantage double the number of Canadian films which we now have.

In my opinion, the Canadian Government is to be congratulated for the excellent films they have produced, and we are glad to have the opportunity of distributing them to your neighbors here in the United States.

(Sgd.) A. L. FREDRICK,

Secretary, Motion Picture Bureau.

In the United Kingdom our films are distributed by the G.P.O. Film Service, that is the former film unit of the Empire Marketing Board. Their report shows that they exhibited our films to over 2,000,000 last year.

I could give a number of examples to illustrate the tangible value of these films. I recall one offhand that happened about two years ago. I got a long distance call from the Philadelphia agent of the Canadian National Railways, who said that a theatrical association was going to hold its convention in Seattle. He had gone before the association and tried to talk them into going to Seattle via Canada, and he telephoned me to see if I could send along a series of films to show these people what they would see en route if they came to Montreal and went West from there. I shipped him a number of films and he sold the trip, which required two special trains to take the party through Canada.

The CHAIRMAN: What is your total expenditure?

Mr. BADGLEY: Our total expenditure this year, including salaries, will be about \$90,000. But that expenditure is divided up in a great many ways. I must buy film out of that sum. We function as the central production and organization branch of the Government for the production of films and pictorial matter in general. All necessary supplies have to be bought out of that money. We make films for other departments on a repayment basis, as the Works Department does in connection with certain work. But all we can do is show the revenue; we do not get any benefit of it for it goes to the Receiver General.

The CHAIRMAN: Has your appropriation increased in recent years?

Mr. BADGLEY: No. It has been cut, sir, something like forty per cent in recent years.

Hon. Mr. MACARTHUR: How much revenue do you get a year?

Mr. BADGLEY: Last year it fell down rather badly, but in previous years we have got as high as \$33,000 in twelve months.

Hon. Mr. MACARTHUR: That would mean that roughly the net cost was \$60,000.

Mr. BADGLEY: Yes. We put our films into theatres in a great many cities and we rent them the same as the commercial product is rented. We tried it out on a free basis, but the average theatre manager is a canny fellow who thinks there is something wrong with a film that he gets for nothing. Incidentally, we remove the Government's name from theatrical screenings or at least we have it so small that it will not interfere at all. We believe that the advertising is all the stronger for being indirect.

Hon. Mr. MACARTHUR: That is an important point.

Mr. BADGLEY: As a matter of fact we cannot get the theatres to take our films to any extent if we place the Government's name prominently on them.

Hon. Mr. MACARTHUR: That is in the United States?

Mr. BADGLEY: Particularly in the United States, but even in Canada.

Hon. Mr. MACARTHUR: What is the reason for that?

Mr. BADGLEY: Simply because the Government label would be considered advertising, and they say "Why should we pay you rental for Government advertising?" And after all, if a picture of the Rocky Mountains makes people want to go there, it has done its job whether the Government's name is on it or not. We do not even call for a credit line in our pictures. If the pictures carry the captions that we have on them, what does it matter whether the Government's name is displayed?

Hon. Mr. GREEN: The captions always show distinctly that the scenes were taken in Canada?

Mr. BADGLEY: Oh yes, sir. We are always careful about that. We stress Canada in all such pictures. I may say that the Motion Picture Bureau is rather a misnomer, because our still photographic department is practically as big to-day as is our Motion Picture Bureau. One of the first principles of advertising is to create a desire. We believe that our work has a very tangible part in creating a desire rather than in making direct sales. That is, we make people Canada-conscious, and the follow-up through direct publicity is done by the Parks Branch, for example, and by provincial bureaus, such as the one in New Brunswick, where Mr. Dolan is in charge.

The CHAIRMAN: Would you favour a central bureau here co-operating with your departments and other departments? Do you think such a bureau would be helpful?

Mr. BADGLEY: I do, sir. I think there is room for co-ordination. I would not like to state a policy; it is a matter for the department to state a definite

policy, but my personal opinion is that there is room for a good deal of co-ordination that would cut down considerable overlapping and make our work more telling.

Hon. Mr. HORNER: What is your opinion as to the effectiveness of advertising done by capable men who travel around and describe the attractions of Canada as a place for vacationing?

Mr. BADGLEY: I doubt, sir, that it would be of much value in a general sense. I believe the National Parks Branch sends out lecturers with moving pictures, and I think the railways do so also. But those people direct traffic to special districts.

Hon. Mr. HORNER: A previous witness thought that much good work could be done by such men travelling in foreign countries representing the Dominion of Canada.

Mr. BADGLEY: We have been very successful in foreign countries. Two years ago we supplied about 35,000 feet of special film to three lecturers who were working in Germany, Austria-Hungary and Central Europe. One of these gentlemen, a Mr. Messanae of Vienna, brought over a large hunting party who travelled down in Mr. Dolan's territory, in New Brunswick, and also through the Rocky Mountains. Mr. Messanae compiled a film of about 8,000 feet in length, from film which we gave him, and he exhibited this in his lectures. He attributes the trip of that hunting party to the film, and he tells me he expects to bring three times as many people here next year.

Hon. Mr. HORNER: Do you not think that a man who is capable of telling a good fishing story or a good hunting story would in himself be a good drawing card, regardless of pictures and other advertising?

Mr. BADGLEY: The reference to fishing brings up another point. I am personally a rather keen angler, and I enjoy making films of fishing. We have made quite a few of them. I think my friend Senator MacArthur appeared in one of them, and I think Mr. Dolan was in one.

The CHAIRMAN: He would be there.

Mr. BADGLEY: These films have had a very wide distribution. For instance, in the United States there are something like 1,700 chapters of the Izaak Walton League, and some of our films have gone into sixty per cent of those chapters. I noticed in reading over the evidence given here on a previous day that someone alluded to the musky fishermen of Chicago. It is actually true that the people of the Middle West will fish nothing but muskies. About four years ago Mr. Poole of the Canadian National Railways and I went up to a place called Vermillion. You go into it from Hudson. There was a guide there with a couple of tents and canoes, and we made some films and interested a party of fifteen people from the Chicago district, among whom were the presidents of two large fishing tackle concerns, to come in with us next year. They came in on a special car from Chicago and they spent, I should imagine, in the neighbourhood of \$3,000 or more on a ten-day trip. Now the guide has so many people coming there that he cannot take care of them. He has a huge lodge, almost as big as the Minaki Inn, but he has difficulty in accommodating all the people who went to come there. That gives an idea of what films can do.

The CHAIRMAN: I should think that when your sound equipment is working the pictures you produce will be a tremendous asset in advertising Canada.

Mr. BADGLEY: We have had films made for us before by commercial firms, and they cost us more in that way than if we had made them ourselves. Now we have the latest type of sound equipment and we will be able to turn out any kind of sound picture. Naturally that type of picture will be received in theatres where other ones would not. But may I say here that I am strongly of opinion that while you reach far more people when you get a film in the

theatres than you can reach in any other way, I think you get a larger percentage of reaction from smaller gatherings, as for instance if you have a few hundred people in the basement of a Methodist church, or in some social club. A man goes to a theatre principally to see Greta Garbo, or some other actress, and he has probably eaten too much for dinner. Our film is a minor matter to him.

The CHAIRMAN: There is no significance in mentioning the Methodist church, is there?

Mr. BADGLEY: No sir. When a film is shown before a small gathering, as at a school or a fishing club, it constitutes the bulk of the program. The people are in a receptive frame of mind and undoubtedly the majority of them come away with more knowledge than they had before of the story that we want to tell them. I think my opinion in this respect is supported by the fact that most of the commercial advertisers who use films restrict them to the non-theatrical field.

The CHAIRMAN: When you have begun making sound pictures do you not think it will be possible to produce a film "The Parade of the Provinces" a couple of times a month?

Mr. BADGLEY: I have had that idea in mind, after listening to some of the broadcasts.

The CHAIRMAN: That should have a tremendous effect.

Mr. BADGLEY: Yes. I have for some time been keeping in the back of my mind the assembling of material for such a project.

The CHAIRMAN: I see great possibilities for your department.

Mr. BADGLEY: Personally I think that we are limited only by the funds and the facilities placed at our disposal. I do not think it will be possible at any time to say that we have spent so much money on a certain film and we are going to get a certain amount in return, but we are spreading the gospel of Canada through these films. And after all the motion picture is the nearest thing to an actual visualization of the scenery.

Hon. Mr. MACARTHUR: Are all your pictures made with the idea of advertising Canada?

Mr. BADGLEY: Not exactly advertising. I would rather say that the object is the dissemination of information about Canada.

Hon. Mr. MACARTHUR: You do not take orders from anyone for any special films?

Mr. BADGLEY: No. But we naturally feel the pulse of public opinion and try to produce the films that will get the largest distribution. The films that we make of certain industries are invaluable to our trade commissioners, but of course no theatre will show them.

The CHAIRMAN: You are doing a very fine job, Mr. Badgley. I feel sure I am speaking for the members of the Committee as a whole when I say that it will be our desire to strengthen your hands in every possible way.

The Committee adjourned until to-morrow at 10.30 a.m.

BRIEFS AND COMMUNICATIONS

CANADIAN ASSOCIATION OF TOURIST & PUBLICITY BUREAUS

EXECUTIVE OFFICES: NEW BIRKS BUILDING

PHILLIPS SQUARE, MONTREAL, CANADA May 15, 1934.

The CHAIRMAN,
Senate Committee on Tourist Traffic,
Ottawa, Ont.

DEAR SIR,—A meeting of the Executive Committee of our Association was held to-day. There were present the following:—

Theodore G. Morgan, who occupied the chair, and Messrs:

C. C. Hele

C. W. Johnston

D. Leo Dolan

C. K. Howard

C. C. Bonter

J. M. Gibbon

C. B. Foster

G. A. McNamee

Following a general discussion, the meeting unanimously favoured—

1. The establishment of a Federal Tourist and Publicity Bureau.
2. Its immediate organization and operation.
3. Its cooperation with the present tourist agencies, government, civic, and otherwise.

The meeting recorded the opinion that such Federal Bureau should be operated with a minimum overhead expense; and that it utilize this Association for purposes of contact in the execution of its functions.

Our Association also respectfully requests that the Government makes it quite clear that any Dominion appropriation is to amplify the work of all existing bodies, and must not be construed by Provincial or other tourist bodies in such a way as may lessen their activities. On the contrary, we hope that the activities of the Federal organization will have the effect of stimulating local endeavour.

The foregoing is in answer to the brief which you asked for during my recent appearance before your Committee as per questionnaire received through Mr. Dolan.

Sincerely yours,

THEODORE G. MORGAN,
Chairman of the Executive.

NATIONAL PARKS OF CANADA

APPROXIMATE EXPENDITURE

	Regular Appropriation	Unemployment Relief
Banff Park	\$7,475,000	\$631,000
Jasper Park	3,168,800	507,900
Yoho Park	1,325,000	10,800
Glacier Park	228,600
Waterton Lakes Park	1,037,000	115,600
Kootenay Park	962,300	14,400
Mount Revelstoke Park	346,400
Buffalo Park	1,259,700
Elk Island Park	369,600	98,400
Historic Sites	430,400
Head Office	2,389,500
St. Lawrence Islands Park	84,400
Nemiskam Park	35,600
Fort Anne Park	44,600
Vidals Point	9,124
Point Pelee Park	98,800	16,500
Prince Albert Park	606,600	389,200
Wawaskesy Park	900
Georgian Bay Islands Park	25,900
Riding Mountain Park	362,100	651,000
Moose Mountain Park	8,600
Total	\$20,268,924*	\$ 2,434,800†
Grand total.. . . .		\$22,703,724

* Regular Appropriation—Expenditure to March 31, 1934.

† Unemployment Relief—Expenditure to February 28, 1934.

Brief submitted by Mr. H. B. Shaw, President and Chairman, Board of Directors, The Tourist and Convention Bureau of Winnipeg and Manitoba (Incorporated), Parliament Building, Winnipeg, Man.:—

This Bureau was organized in 1925 by the business men of Winnipeg, and was originally known as the Winnipeg Tourist and Convention Bureau. It was incorporated on February 9th, 1928, and the name changed to Tourist and Convention Bureau of Winnipeg and Manitoba, the objects of the organization being the promotion of tourist traffic and conventions and to assist in the general development of the province through publicity. There is no other similar organization in Manitoba, Government or otherwise.

The following figures are designed to show the general revenue and expenditures of the Bureau since inception—the percentage of revenue devoted to advertising and publicity—the volume of United States cars entering the province and estimated value of their expenditures—and the distribution of the financial support accorded the Bureau by business men, city and provincial governments.

	Income	Percentage spent on Services to Tourists Per Cent	Percentage spent on Advertising and Publicity Per Cent
1925..	\$37,628 00
1926..	47,000 00	36	61
1927..	44,840 25	35	56
1928..	30,050 23	36	43
1929..	24,526 80	33	48
1930..	35,717 53	26	54
1931..	28,494 51	41	42
1932..	15,583 64	57	19
1933..	7,773 84	85	1½

	U.S. Cars	Estimated Revenue from U.S. Cars only	Total Tourist and Convention Revenue
1926..	30,976	\$1,408,320	No estimate
1927..	28,582	1,518,735	\$5,092,080
1928..	25,257	1,386,840	3,430,072
1929..	40,059	2,442,098	5,820,508
1930..	51,731	2,687,583	6,008,223
1931..	47,745	2,427,449	5,849,644
1932..	44,936	2,267,074	5,482,814
1933..	41,779	1,807,483	4,728,678

	Distribution of Financial Support		
	Business Men Per Cent	City Per Cent	Province Per Cent
1925..	97.0	3.0
1926..	98.0	2.0
1927..	97½	2½
1928..	97.0	3.0
1929..	95.8	4.2
1930..	66.5	19.5	14.0
1931..	65.0	17.5	17.5
1932..	94.8	5.2
1933..	100.0

N.B.—The Provincial Government, in addition to cash grants as shown above, has provided the Tourist and Convention Bureau with offices, highway maps, and the co-operation of the various departments since the Bureau was organized.

Our Bureau has been instrumental in securing, for the past seven years, a yearly average of 14,000 to 15,000 inches of space in newspapers, magazines and periodicals. A large portion of this space was contributed gratis and consisted of write-ups, news items, etc., on the tourist and convention industry of Canada generally, and of Manitoba in particular.

It is unnecessary to point out to the Committee that nature has favoured the province of Manitoba, like all other provinces, with everything to attract

tourists. Our Provincial Government has gone a long way to provide splendid all-weather highways which have made the beauty spots of the province accessible to the motoring public. All that is required is to make these things known to those who live beyond our borders.

Since its formation, the activities of the Bureau have been two-fold. First, to attract tourists to the province, and, second, to render them the usual tourist service while they are here. The first activity is, naturally, the most important. The second follows as a matter of course.

In the past, with the exception of the last few years, the revenue of our organization has permitted a certain amount of advertising in newspapers, magazines and other media for attracting tourists. This advertising was done principally in the Central Western States, from which our records show the largest percentage of our tourist traffic into Manitoba emanates. In these thirteen States lying south of Manitoba there is a population of over 38 million people, and it will be readily appreciated that the \$15,000 or \$20,000 expenditure each year in advertising and in the distribution of literature will only reach a very small proportion of this large number of prospective tourists.

During the last two years the Bureau has been greatly handicapped owing to lack of funds, and it has been unable to carry out any program of advertising, except the distribution of certain literature and maps on a limited scale. It is very apparent that if the tourist traffic in Manitoba is to be increased, additional funds will be required to carry on a more active campaign of advertising.

It is the opinion of the Bureau that while it would be very advantageous to carry on in the United States a campaign advertising Canada generally, better and more direct results would be obtained if local advertising campaigns were carried on in those districts in the United States which are adjacent to each province and from which most of the tourist traffic is likely to come.

The value of tourist business in the trade of Canada and the weight it bears in the balance of international payments is now all recognized. Every encouragement should be given to those bodies, whether Governmental or semi-Governmental or voluntary, which are working in this direction and whose activities are curtailed because of existing economic conditions.

We are in favour of the immediate organization and operation of a Federal Tourist and Publicity Bureau which would closely and continuously co-operate with present government, civic and other established tourist agencies.

We strongly recommend that the Dominion Government enter into a very active campaign of advertising. That this campaign be carried on in two ways: first, advertising dealing generally with the tourist advantages of the Dominion, and, second, advertising dealing with the local advantages of each province. In regard to the latter, we recommend that a certain sum should be allocated to each province and that the provincial organization should be consulted both as to the form of publicity and the people it is expected to reach.

We also recommend that during the winter months the provincial and other tourist organizations submit to such Federal Bureau an outlined advertising campaign to be carried on in those districts, or States, adjacent to their respective provinces.

If a Federal Bureau is established, we suggest that a meeting be convened in Ottawa of representatives of all provincial and other organized and recognized tourist agencies for the purpose of carefully and fully discussing methods of co-operation and general procedure for a systematized and thoroughly organized national service.

We desire to direct your attention to the International Peace Gardens, the Riding Mountain National Park and the several forest Reserves in this province which have assumed international importance. If we are enabled to advertise

these and other splendid attractions throughout that territory adjacent to Manitoba, many thousands of American tourists, who are not now sufficiently familiar with what we can offer, would be induced to visit Canada.

It is our considered opinion that a substantial sum of money will be necessary for the first year's operations, this to be allocated proportionately amongst all the provinces. The sum of \$500,000 could be judiciously expended over a fixed period and would ensure handsome dividend returns.

In our judgment two factors are essential to the success of a Federal organization:—

(1) Full and unselfish co-operation on the part of each province towards the efforts of other parts of Canada endeavouring to secure their share of visitors.

(2) Uniformity of service with an established procedure involving small matters of courtesy.

Our view is that a satisfied tourist to any one province can be encouraged to become a nine-year tourist. That is—if he is properly educated he will want to visit the whole nine provinces of Canada during his annual holidays.

All of which is respectfully submitted by the Tourist and Convention Bureau of Winnipeg and Manitoba (Incorporated).

H. B. SHAW,

President and Chairman Board of Directors.

BRIEF FROM THE NOVA SCOTIA HOTEL ASSOCIATION, HALIFAX, N.S.

SUGGESTED PROGRAM FOR IMPROVEMENT OF THE TOURIST BUSINESS IN NOVA SCOTIA

This Association feels that the following program, if carried out, would very greatly benefit the tourist industry in this province:

1. A general all-the-year-round reduction in transportation rates.
2. Subsidizing by both the Federal and Provincial Governments of advertising campaigns, stressing the various attractions of the provinces.
3. Improvement in the condition of the Nova Scotia Provincial Highways, with special stress on the elimination of the dust menace.
4. The establishment of a National Park in the province of Nova Scotia.
5. Government assistance in establishing a steamship service between American and Canadian Atlantic ports.
6. The amending of the Nova Scotia Liquor Laws so as to permit the sale of beer and wines to guests in the hotels.
7. Better protection for our Inland Fisheries. This Association strongly urges that better protection be provided by the granting of every possible assistance to those departments of the Government having to do with game fishing in Nova Scotia, as it is a large factor in tourist trade. Hundreds of inquiries are received each year relative to Nova Scotia's sport fishing, and the better it can be made, the greater will be the results obtained in attracting visiting sportsmen.

8. A survey by federal authorities of the amount of capital invested in hotels catering to the tourist trade in Canada, to include (province by province) the number of employees dependent on this business; taxes paid; wages paid out by hotels; disbursements made by hotels for supplies, etc.

A copy of an illustrated folder issued by this Association is also included for your perusal.

Respectfully submitted,

C. F. BOWES,
Secretary.

BRIEF FROM THE NEW BRUNSWICK GUIDES ASSOCIATION

May 14, 1934.

Dear Sir,—The New Brunswick Guides Association has viewed with genuine approval the action of the Senate Committee in its inquiry into the immense possibilities of the tourist industry. This Association desires very briefly to register its unqualified support to any movement that will establish in Canada a National Tourist and Publicity Bureau.

We further believe that such a National Bureau should be adequately financed by the Federal Treasury to enable a concerted and intensive publicity campaign in the United States and other countries, outlining the attractions that Canada has to offer in abundance to the sportsmen.

The members of our Association are in a position to know definitely the value of the non-resident sportsmen to Canada and we believe further that a vastly larger number of sportsmen can be attracted to Canada, if the right kind of an advertising and publicity campaign is directed by a National Bureau.

We believe further that any such national organization should keep in mind the necessity of conserving our fish and game resources and respectfully submit that a nationally directed campaign to educate our own people along this line is essentially needed in Canada. The more we impress upon our people the necessity of conserving our fish and game resources; the more we write, and talk and move against illegal fishing and hunting, the more assured are we of the conservation and protection of the marvelous sporting resources we seek to advertise.

The New Brunswick Guides Association confidently hope that Canada will at once proceed with the establishment of a National Tourist and Publicity Bureau and attempt to reap some of the great financial benefits that are going to other countries, now advertising in such an effective manner in the United States.

This Association pledges itself to co-operate to the fullest with any national organization that the Senate Committee may see fit to recommend to the Federal Government.

Yours very truly,

W. T. GRIFFIN,
President,

D. W. GRIFFITHS,
Secretary-Treasurer.

BRIEF FROM THE HONOURABLE SENATOR MICHENER

THE SENATE

OTTAWA, May 16th, 1934.

THE TOURIST TRAFFIC COMMITTEE,
The Senate,
Ottawa, Ontario.

DEAR SIRS,—In view of the vote for national undertakings this coming year, I would take the liberty to suggest that a reasonable proportion of this amount be devoted to the betterment of highways in Canada. Doubtless the tourist trade in Canada is dependent more or less on the condition of our roads.

In the Province of Ontario, where they have good highways, according to evidence given before the Committee, they have seventy-eight per cent of the tourist trade of Canada.

In Western Canada the Government have spent large sums to establish National Parks. The three to which I would especially draw your attention are—Banff, Jasper and Kootenay National Parks. These Parks have attracted tourists throughout the world by rail, and for scenic grandeur and beauty are not surpassed anywhere in the world.

We get considerable American traffic through the Canadian Rockies, which takes them through Kootenay and Banff in one tour from the gateway port of entry in Idaho in a circuitous route to one of the other ports of entry in Western Canada. On the American side, the roads are either paved or asphalt, while through the Canadian Rockies we have an indifferent gravel road which is very dusty in Summer and objectionable to the tourists. Many American tourists turn back from the Western ports of entry on account of the road conditions on the Canadian side. The tourists from the Pacific centres of population in the United States come to Vancouver over a good highway.

If a good tourist road were connected with Vancouver through the Canadian Rockies through Banff National Park, this would be a tour which would attract a great many people from the Pacific Coast, as well as other parts of the United States.

As road construction is a good way to give relief to unemployment, I would suggest the Committee consider a recommendation to the Government to spend a reasonable part of what would naturally be Western Canada's share of the national expenditure in surfacing and improving the highways through the Canadian Rockies.

I am of the opinion that the betterment of roads through the National Parks, especially the Kootenay and Banff National Parks, would meet the approval of the Provinces of British Columbia and Alberta, which Provinces would doubtless co-operate in extending in those Provinces connecting highways to form desirable tours from the United States through the Canadian Rockies.

Your faithfully,

E. MICHENER.

STATEMENT on Government Advertising in Foreign Countries for Tourist Business
Submitted Jointly by the Canadian National Railways and the Canadian
Pacific Railway to the Committee of the Senate on Tourist Traffic.

Guided by the experience of many years of extensive advertising for passenger traffic in foreign countries, and desiring to place that experience at the service of the Canadian Government in connection with any advertising for increased tourist business in which the Government might participate, we respectfully submit the following statement of our considered opinion on certain aspects of such participation.

We submit that the direct advertising by the Canadian Government under its own signature in the United States, under present conditions, soliciting tourist traffic would be less effective than advertising through existing organisations experienced in this business and equipped to follow up resulting enquiries promptly and economically without cost to the Government, and would also tend to result in complications in other directions. We base our advice on the following considerations:

1. The advertising for American travel to other countries in magazines and newspapers of the United States is, no doubt, in some cases subsidized by the Governments of those countries, but these Governments have wisely placed this advertising under the signature of a Travel Association, Travel Information Bureau; or on behalf of State Railways which are naturally in the transportation business, e.g.—

Soviet Government of Russia—Intourist Incorporated

Germany—German Tourist Information Office

Japan—Japan Tourist Bureau

Sweden—Swedish Travel Information Bureau

Australia—Australian National Travel Association

South Africa—American Express & Thomas Cook & Sons

India—Indian State Railways

Switzerland—Swiss Federal Railways

France—Railways of France

(See attached proofs of advertisements)

2. At a time when the Canadian Government was looking for settlement in the West, immigration propaganda in Continental Europe under the name of the Canadian Government had to be discontinued, owing to the nationalistic feeling in these countries, with the one exception of Belgium, and henceforth any advertising or propaganda for immigration had to be carried out by the transportation companies. In the United States there was not the same nationalistic feeling as at present, so that the Canadian Government was able to continue to advertise for this business in the United States, but the situation has now changed and, for instance, heavy subsidies have been paid to keep American travel on American ships, while Canadian ships are excluded from carrying passengers between American ports.

3. Discreet and well-placed advertising on a moderate scale by special interests already identified with tourist solicitation is much less likely to create antagonistic national feeling in the United States. We recommend that while Government assistance to the present advertising would be welcome, this should be handled by a co-operative body such as the Canadian Association of Publicity and Tourist Bureaux, which represents all the important tourist interests from Coast to Coast, and which already includes the Parks Branch of the Department of the Interior, and would relieve the Government of danger from political repercussions.

C. K. HOWARD,

*Manager, Convention & Tourist Bureau,
Canadian National Railways.*

J. M. GIBBAN,

*General Publicity Agent,
Canadian National Railways.*

Montreal, May 15th, 1934.

BRIEF FROM MR. S. E. WHARTON, GENERAL PASSENGER AGENT,
CLARK STEAMSHIP CO., LIMITED, MONTREAL

May 11, 1934.

SOME SUGGESTIONS IN REGARD TO TOURIST TRAFFIC

In viewing the question of the promotion of Tourist Traffic from the United States and other countries to Canada, it would appear that, while individual concerns who derive a direct revenue from such Traffic, such as transportation companies, hotels, and so forth, are spending considerable sums of money, and a good deal of effort in attracting Tourists, their efforts have been to a large extent nullified by a lack of united effort.

One picks up foreign newspapers and magazines and finds, especially in those of the United States, a considerable amount of expensive advertising scattered through the pages, and news articles extolling the superior merits of this or that locality; or such and such an hotel or resort.

While this advertising undoubtedly has value, each advertisement is "playing a lone hand" and an ad for instance on the Canadian Rockies is sandwiched between ads of Yellowstone Park and the Grand Canyon. The mind of the reader becomes confused with the multiplicity of places to go, all of which sound equally attractive, and consequently the idea of Canada as a whole becomes lost and each advertisement has to sell the particular place, cruise, or hotel which it features without any outside support.

It would appear, then, that better results might be obtained by what might be termed "block advertising"; that is, a system whereby all interested in the promotion of this traffic concentrate their advertising in the various media used, onto one or more pages which would carry a general heading such as:

"CANADA—NORTH AMERICA'S PLAYGROUND"

Or something of the sort, and under which would appear the individual advertisements of the different contributing concerns, using such space as they individually desired to allocate.

The general effort of such "block" advertising would undoubtedly be much stronger than individual advertisements spread throughout the different publications.

Smaller space, so used, would have more drawing power than larger space standing alone, and would thus effect economies for the concerns advertising, which would enable them to use more media or more frequent insertions.

Besides the transportation companies, hotels and so forth, the various Provincial Governments, the Parks Board, etc., should also come in under the scheme for this advertising.

In brief, an arrangement of this sort would enable Canada as a whole to occupy a commanding position in various magazines and newspapers, thus implanting in the minds of the reader the "CANADA" idea for his vacation.

Securing the insertion of news items and magazine articles, is a costly business for individual companies. The preparation of the article, the difficulty of securing insertion of same, and so on, calling as it does for trained writers and a certain amount of negotiation with the editorial departments, makes this form of publicity prohibitive to some extent for any but the largest advertisers, and some concentration in this respect might be made, by some sort of central agency whose duties would be to prepare and secure insertion of such "free" publicity, and to which those interested concerns might contribute according to their resources.

So much for newspaper and magazine publicity.

In some of the larger cities, such as New York, Chicago, etc., foreign governments find it remunerative, apparently, to maintain offices devoted to the promotion of Tourist Traffic to their respective countries.

In these same cities we find large and elaborate offices maintained by various Canadian transportation concerns. And yet to a New Yorker, for instance, desiring to obtain some first hand information on Canada, the writer knows of no particular office where he could turn his inquiries, other than to offices of individual transportation companies, who can only give information on their own section of the country or else by the lengthy and unsatisfactory method of letter writing to Ottawa.

Why should a "Canada House" not be established in these large centres which would house a General Information Bureau on Canada, where information on all points regarding travel in Canada could be obtained, and where offices could also be let to the various Canadian Transportation Companies. Very little expense would be incurred by the Government in maintaining such a general Information Bureau as they would sublet offices to the Transportation Companies, and most probably be able to do so at a lower figure than they are at present paying. Furthermore, this scheme could be extended to embrace the letting of offices to other lines of Canadian business and become a centre where all desiring business contacts with Canada of whatever kind would automatically turn their steps.

The economies to be effected, and the advantages to be obtained by such a concentration of the country's selling organization must be manifest, and it would appear that there would be no insurmountable difficulties in its organization.

BRIEF FROM MR. S. J. ROBBINS, MANAGING DIRECTOR, HOTEL
ASSOCIATION OF THE PROVINCE OF ONTARIO,
TORONTO, ONTARIO

The Hotel Association of the Province of Ontario is, as its name implies, an Association of owners, proprietors and managers of hotels in every part of the Province of Ontario. The Association has been incorporated, and its objects are:

- (a) To bring about a better acquaintance among the owners, proprietors and managers of hotels in the Province of Ontario;
- (b) To raise the standard of hotels in Ontario, both in actual operation and in the estimation of the public;
- (c) To protect the hotel business from unjust legislation and discrimination;
- (d) To guard each member against dishonest and unfaithful employees;
- (e) To protect each member against fraud by hotel guests;
- (f) To inaugurate co-operative advertising campaigns so far as may be deemed expedient;
- (g) To collect and preserve useful information, and to distribute same among the members;
- (h) To promote and increase by all lawful ways and means the knowledge and proficiency of its members in all things relating to the hotel business.
- (i) To assist in the modification of any and all legislation that may tend to curtail the liberty of the people;
- (j) To advocate and apply from time to time for legislation promoting the welfare of its members;

- (k) To advise and help its members in all things relating to the hotel business;
- (l) To assist in increasing the transient business in hotels throughout the Province;
- (m) To do all such other things as are incidental or conducive to the attainment of the above objects.

For well-nigh two decades, the standard hotels of this Province have been conducting their business under very great disabilities and almost prohibitive handicaps. It is common knowledge that operating hotels on a self sustaining basis under present conditions, is with very rare exceptions, well-nigh impossible, and the hotel men feel that having regard to the present day requirements of the general public regarding the quality of meals served, the lodging and service expected of hotel operators, some consideration is not only regarded as just, but absolutely essential, if the hotels of the Province are to continue. The hotel business is very far advanced from what it was even a few years ago and to-day takes one of the foremost places as an industry serving the community.

It is our aim and desire to create in every standard hotel of the Province, what, for convenience sake, we call "atmosphere," by which we mean, conditions, which will make the guests feel thankful they came, sorry to leave, and anxious to return.

Owners and proprietors of standard hotels throughout this Province have, in the past few years, spent enormous sums of money with a view of increasing the transient trade throughout the Province with the result that each year sees an increasing number of tourists from other countries, principally from the United States, only to find that a large percentage of the sale of meals and sleeping accommodation, resulting therefrom, goes to proprietors of rooming houses, boarding houses, etc., who are not competing on fair terms with the owners and proprietors of standard hotels.

No branch of industry more adequately appreciates the value of tourist trade than the hotels, but this industry has not received the legislative assistance and co-operation which, we venture to suggest, it deserves. From point of view of capital investment, the hotel industry is easily the fourth, if not the third, largest in the whole Dominion. We have long realized and constantly emphasized that the best advertisement a community or country can possibly have, is a satisfied guest, satisfied with the cleanliness, sanitary arrangements, adequate means for supplying the guests needs, and the service which each guest enjoys, or should enjoy.

We respectfully submit that the selling or offering for sale of sleeping or other hotel accommodation, at farm houses, tourist accommodation houses, seasonal automobile or tourist camps, cabins, highway roadhouses, and all other places which are principally used as the residence, abode or home of their occupant and which provide taxes in small amounts in contrast with hotels and other business or commercial properties, which are so heavily taxed, and which because they are operated as a rule, by the housewife or other occupant of the premises and her or their relatives, afford but little opportunity to increase wages or spread employment which is so much needed during this emergency, constitutes a grave and serious menace to the financial stability of bona fide hotels, and because of which fact such practices are hereby declared to be unfair competition; the selling or offering for sale of sleeping or other hotel accommodation, in competition with hotels, by charitable, education, benevolent or other institutions, which enjoy or receive tax exemption on their properties, in whole or in part, is hereby declared to be unfair competition. Therefore, in order to meet such conditions, all of the aforesaid places should discontinue and cease such operation until such time as they secure a licence or certificate of convenience and necessity, from the Government. Such licence or certificate may be procured after public notice

and hearing, and then only when it shall appear that there is reasonable necessity therefor, and that the operation of such business, so licensed shall not be in competition, with bona fide hotels. These tourist houses, camps and cabins, operating at present without any supervision or inspection or registration of guests, is morally wrong, and what is morally wrong cannot be politically right.

We realize that a percentage of the tourist traffic would not visit our borders but for the cheaper rates charged by owners and managers of tourist camps, houses, huts, etc., but we do respectfully submit that these should all be subject to inspection and receive a certificate from the Department of Health before being permitted to operate.

We, furthermore, respectfully suggest that all standard hotels should be placed on an equality respecting Business Tax, it being regarded as manifestly unfair that hotels connected with a Railway System should be exempt, while others have to assume the burden of the tax. Either Railway hotels should be compelled to pay the tax, or the others should be exempt.

We have reason to believe that the general public have no adequate appreciation of the contribution hotels are making to the welfare of their respective localities. A careful survey has been made by civic organizations to determine the average expenditure of the tourist and convention delegate, and this survey shows that of every dollar spent by the visitor approximately 25 per cent is spent in hotels. Of the 25 per cent out of each dollar paid by visitors to hotels it can be proven that approximately 71 per cent, or 18 cents, is spent locally by hotels. It will therefore be seen that directly and indirectly 93 per cent of the visitor's dollar is obtained by business groups other than hotels, thus:—

Paid directly by visitors to business groups other than hotels...	75%
Paid to hotels by visitors and disbursed by hotels to local business groups...	18c.
Per cent of visitor's dollar obtained by local business groups.	93%

SUGGESTIONS SUBMITTED BY MR. L. B. HOWLAND, PETERBOROUGH, ONTARIO.

In order to successfully carry on a plan of united effort to determine the best means and ways of governing and regulating this all important work, I would suggest dividing the whole of the Canadian territory into smaller units, either by Provinces, region or zones, selecting outstanding unbiased, non-political men to represent each division, qualified to administer all the duties, complying with the standards of regulations and information as supplied by the executive board of directors.

The divisional representative or director being obliged to devote his whole time and energy solely to the welfare of the organization, in order to execute promptly the duties and action in aiding other mediums and the public in securing the best results.

The executive body will be composed of solely all the representatives from the various regional divisions, appointing their chairman from their midst, and having their head office in Ottawa.

The executive may be titled The Canadian Resources, Utilities Board, authorized by legislation, and rendered power and jurisdiction to apply methods persuasive to the development of all classes of Canadian resources.

I cannot say I like the word, tourist, it is odious to a number of people, and tends to belittle their dignity, it compares with a breach of respect when Canadians are classed as foreigners by some of the people of the United States.

BRIEF SUBMITTED BY MR. STUART McCRAWLEY, GLACE BAY, N.S.

SALT WATER ANGLING IN MARITIME WATERS AS A TOURIST ATTRACTION

Salt water angling for tuna, marmon, sail fish and swordfish has been a great sport for wealthy sportsmen on the Pacific coast; at Florida, Montauk Point and to some extent on the Nova Scotia and New Brunswick coast banks for many years.

This line of sport gets international publicity. President Roosevelt spends his holidays after the big fish, Zane Grey has landed tuna in Nova Scotia waters, Mr. Vanderbilt of New York is an annual visitor, Mrs. Grinnell, of New York, Capt. Wally Baker and a few others bring their yachts north and angle for tuna and swordfish; and are all enthusiastic boosters of our climate and our big fish.

The fish in the Cabot Strait under the shadows of Cape Smokey are the largest known in the world.

The herring and mackerel schools come north and the big fish follow them, and the swordfish that averages less than 200 pounds off Florida, and on George's Banks, in July averages over 400 pounds in the Cabot Strait in September. Some harpooned went over 800 pounds.

The ambition of the salt water angler is to land the biggest fish. They go after them with hook and line; I had three trips with the Grinnell and Baker party and they write me that eight others are coming here this season and they have made me an honorary member of the Salt Water Anglers of America, and asked me to keep them posted by wire when the swordfish arrives in our waters.

Commercially over 10,000 swordfish were taken in the Cabot Strait in 1933. I saw over 300 boats chasing swordfish in 1933. This sight alone is a wonderful tourist attraction.

I have written a series of articles on The Swordfish and prepared maps for the Salt Water Anglers. The map is the "Nova Scotia Cape Breton sheet 1925 prepared by National Resources Intelligence Dept."

I pencilled in the route of the sword; the dates of the earliest and latest catches, and weights of the big ones harpooned. All this work was voluntary and without hope of pay.

I am of the opinion that salt water angling can be made one of our greatest attractions.

The RCMP seaplane service reports the trend of the fish; which is a great help commercially and is appreciated by the anglers.

An invitation from our Governor General would get the president of the United States here this September, and if he was lucky to land a big sword the other salt water anglers would arrange their future trips this way.

As honorary president of the Fishermen's Union here I am in touch with all the commercial fishermen, and can be of assistance.

I have prepared an 100 page scrap book with a lot of data on fishing and some pictures of our shore line that I have lent the Salt Water Anglers.

A money grant to pay a man for one year to keep proper publicity on this feature should be suggested in your report.

BRIEF FROM THE CANADIAN CHAMBER OF COMMERCE

BOARD OF TRADE BUILDING, MONTREAL

Survey of Tourist Activities among Boards of Trade and Chambers of Commerce in Canadian Communities

In reply to a questionnaire concerning tourist activities dispatched to member Boards and Chambers during March, 1931, the Secretariate has received to date 106 completed forms, representing 50 per cent of the Chamber's membership.

Forty-five replies or about 50 per cent of the completed forms received, indicated that a tourist bureau exists in the community. It should be explained that these tourist bureaus are in some cases independent and sufficient unto themselves, in others operated by the local Board or Chamber, the municipality, the local motor club, hotel or tourist camp. In a few cases the tourist bureau is an individual entity although in the majority of cases the tourist bureaus are operated as special departments of the Board of Trade or Chamber of Commerce. In a few instances the bureau is operated as a co-operative enterprise of the above-mentioned bodies.

General Tourist Activities

Particularly interesting were the replies received to the question, "What have been the Bureaus' chief activities during the past year?" These revealed many interesting phases of tourist promotional activity. First of importance may be mentioned the preparation and distribution of descriptive booklets folders and highway maps and practically every organization heard from carries on to some extent this particular activity. A considerable number also seek to attract prospective tourists by means of advertising in the press and of radio broadcasting. Personal attention to tourist inquiries and a general interest in the visitor, while resident in the community, is also stressed. A number of the larger tourist organizations make a point of preparing special articles for daily newspapers, magazines, etc., in which are pointed out the splendid facilities prevailing in the community concerned, e.g., hunting, fishing and other outdoor sporting pursuits. The securing of conventions, and the persuading of large parties to stop over in the community are also major programs. A number of the Chamber's member organizations have organized in the past and have planned for the future goodwill trips to neighbouring and even to distant towns and cities. These visits are frequently productive of reciprocal visits thereby indirectly promoting an inflow of tourist and business visitors.

Particular Tourist Activities

Among the particular activities of tourist bureaus may be mentioned the canvassing of prospective European settlers from the Orient by the Victoria Tourist Bureau and the showing of motion pictures revealing the attractive features of the community by the same body; the preservation of game fish and the advertising of available guides for sporting parties by the Belleville Chamber; exhibits at the Outdoor Life Exhibition at Chicago by Port Arthur, and at Sportsmen's Shows in New York and Detroit by Peterborough; the establishment of two information pagodas on main highways in the United States leading to the Border Cities and the surveying of merchandise which can be profitably purchased by the United States visitors, undertaken by the Border Chamber of Commerce at Windsor; efforts to obtain car ferry connections with the State of Maine by Campobello Island; the issuing of official permits to visiting cars by the Chamber at Medicine Hat; the erection of signboards, direction posters, etc., by Hamilton and the renting of cottages to part time residents by the Peterborough Chamber.

Annual Appropriations

Included in the questionnaire was a query as to the annual appropriations for tourist promotional activities in Canadian communities and it is interesting to note that in the majority of cases a definite annual sum is allotted for this purpose by the organizations concerned for the business-like execution of tourist promotional work. The annual budget for tourist bureau activities ranges from \$50 to \$500 in the smaller towns or cities, while the larger communities spend anywhere from \$5,000 to \$75,000 annually.

Affiliations

In almost every case the tourist organizations in Canadian communities are affiliated with larger bodies organized with a similar purpose. In the majority of cases these affiliations are largely of a local nature not extending far beyond the provincial boundary. Those organizations with which affiliations are made are usually automobile clubs, road service organizations, provincial development boards, etc. On the other hand, contact has been made in a few cases with the American Automobile Association, the Canadian Automobile Association and a number of international tourist bodies. The most interesting list of affiliations is that of the Quebec City Automobile Club, which is connected with the Automobile Club of America, Le Touring Club de France, The Royal Automobile Club in England and Australia, the Automobile Association of England, the Canadian Automobile Association, the Quebec Provincial Motor League and the Ontario Motor League.

Particular mention should be made of Canada's national tourist body organized under the name of the "Canadian Association of Tourist and Publicity Bureaus" with which are affiliated many community tourist bureaus, Provincial Government Tourist and Publicity Bureaus and Tourist Departments of Canadian Boards and Chambers. It is suggested that the Boards of Trade and Chambers of Commerce which are responsible for the tourist activity in their respective communities co-operate with this association, of which G. A. McNamee, of the Montreal Tourist and Convention Bureau, is the Executive Secretary.

Greater pains also could advisably be taken by Canadian Boards and Chambers generally to form practical contacts with outside tourist and travel organizations, for, such bodies could do a great deal towards diverting the tourist to particular communities and in assisting him to find his way to them. In addition to our railway companies, it is suggested that automobile associations, not merely on this continent, but also in other countries, could be approached. In some instances it would be useful to communicate with such travel agencies as Thomas Cook and Son, Cox Limited and the American Express with a view to their carrying informative folders and descriptive booklets of Canadian communities.

Tourist Accommodation

Eighty-four of the one hundred and six communities replying have established tourist camp facilities under the auspices of the Board of Trade, the Tourist Bureau, municipality or private enterprise. In many cases there are several camps and it may be estimated that in these eighty-four communities there are about one hundred and fifty establishments of this nature. The majority of tourist camps included in the survey are operated by the municipalities. The bulk of the rest being privately owned and in twenty-three instances the camp is operated by the local Board or Chamber solely, or in co-operation with service clubs, automobile associations, or by one of these latter organizations independently. It has been ascertained that these tourist camps are well patronized and that the results on the whole are successful.

While tourist facilities in suburbs are on the whole favourable, it has been ascertained that little or no tourist parking accommodation inside the community has been provided and affirmative replies have been received in this connection from only ten Boards and Chambers.

In smaller centres, it frequently happens that local hotel accommodation is not always of a very high calibre although this item is probably the most important from the viewpoint of travellers. Up-to-date tourist camps have helped a great deal in this regard but the local Board or Chamber nevertheless could endeavour to see that hotel accommodation and service is maintained at high standard and that tourist camps are adequately equipped. It would be useful, furthermore, if the tourist committee or bureau could survey private housekeepers who would be willing to accommodate two or three people if necessary, so that tourists unable to find accommodation in the usual manner could be looked after by the Board of Trade or Chamber of Commerce.

Exhibits and Organized Parties

Those organizations which have prepared exhibits for sportsmen's shows and outdoor expositions have found their efforts in this direction to be productive of very far-reaching results. This practice seems indeed to be a most useful one and might even be extended to include the Canadian National Exhibition and the principal provincial fairs.

It was seen that a few organizations take pains to organize tourist fishing parties, etc. In Canada particularly there is an abundant opportunity for attracting visitors by this means and it would seem that the local board or chamber could do some very effective work in organizing and advertising hunting and fishing parties in those districts which promise good sport for the visitor.

Boards or chambers, particularly in the smaller communities, could also be of service in organizing groups to visit the community for special occasions such as local fairs, sport gatherings, the meetings of fraternal and business organizations, etc.

Publicity

In the matter of publicity, it is pertinent to sound a note of caution. Advertising appropriations are very easily eaten up in the reckless purchasing of space. Too much attention cannot be given to the wording and presentation of the message carried by the advertisement. This also applies to the writing of special articles for the press, a most useful means of attracting tourists. Generally speaking, publications which make a practice of running articles descriptive of communities and their attractions welcome any contribution of this nature, but it is wise to underestimate, rather than to exaggerate either the importance or the attractiveness of any locality. Restraint is far more effective than over-exuberance, and articles which carry a modicum of publicity and a maximum of news value have the greatest chance of being published. It is unnecessary to go into details on this question, but consultation with the local newspaper editor would clarify the point.

The above comment could also be applied to the publication of booklets and folders, although the examples which have been received at this office show on the whole an unusually high calibre of workmanship and offer good discretion. It can always be remembered, however, that an organization or a community is frequently judged by its printed message, so that the importance of care in this respect cannot be too heavily underlined.

Good Roads

Although a good roads program is not apparently included in the tourist activities of the majority of boards and chambers replying to the questions, previous surveys have shown that a great many organizations are taking an interest

in this matter. It would seem, however, that the Tourist Committee could well add the weight of their influence towards securing, where necessary, better highways and approaches to the community, and also towards having well-surfaced city streets.

It is also pertinent to suggest that in many cases the Tourist Committee could see to it that local traffic regulations are sufficiently well advertised so that the stranger may be able to keep the law as far as one-way streets, one-way turnings, no parking, stop streets, etc., are concerned. The lack of sufficiently obvious directions in this regard has frequently given rise to embarrassing situations between visitors and the local police and the board or chamber can perform a useful function in avoiding any unpleasantness in so far as possible. Apropos of this point the municipal authorities could be approached and memorialized on the value of tourists to the city in order to secure their active co-operation.

Activity of the Retail Merchants

Fifty-six of the boards and chambers replying to the questionnaire have evidently been successful in securing the active co-operation of the retail merchants and/or other business men to attract tourists to the community. Tourist purchases are in most cases made from retail merchants and it would seem to be appropriate that Canadian boards and chambers should have allied with them in so far as possible the retail merchants doing business in the community concerned. In the smaller communities the majority of tourist visitors come by means of motor transportation and the retail merchants could advisedly interest themselves in the securing of good motor highway.

Board of Trade Activity

Demonstrative of the interest which is being shown by Canadian boards and chambers in tourist promotional work is the fact that fifty-four completed questionnaires indicate that tourist promotion has been placed on the board of trade program of work for the current year. Of more than usual interest, may be mentioned the operation of a free camp site, the elevation of standards of public places such as hotels and garages, and assistance in keeping roads in repair; improved hotel accommodation; the arranging of daily steamer or other scenic trips and the organizing of fishing parties and similar groups.

The Board or Chamber Committee

The board or chamber wishing to interest itself in tourist promotion work along organized, effective lines would be well advised first of all to set up a Tourist Committee to promote this phase of community work.

The size of the committee will naturally depend upon local circumstances, but it is suggested that a body of four to eight members and a chairman would probably be found most suitable in the majority of cases. If a board or chamber finds that the scope of their work is so great as to require a larger number of members on the committee, it would be desirable to divide the work among several sub-committees, the chairmen of which would form the parent body with an independent chairman for that group. Two or three other members interested in specific tourist activities could also be included.

The number of members for the sub-committees could be left to the discretion of the individual chairman, though it is always well to bear in mind that it should be kept down to a "workable few."

The chairman of the main committee could be in close liaison with the executive of the board or chamber, and care should be exercised to ensure the proper co-ordination of effort within the group itself and between the group's program and that of the board or chamber.

The Program

The extent of each program decided upon by individual boards or chambers should conform as closely as possible to the needs and attractions, actual and potential, of the community which could be ascertained from a survey of existing conditions.

It is furthermore a wise policy to do a few things at a time and do them well rather than that multifarious activities should be haphazardly undertaken. A well-balanced program should be mapped out carefully from the start and rigidly adhered to until an entirely new program is drawn. In this connection it is well to remember "first things first," so that only the most important items should be considered as essential. Less pressing work, however desirable it may appear to be, can be left to take care of itself until the committee feels that it is in a position to add it to the program with reasonable assurance of accomplishment.

The work of tourist committees would seem to divide into five main categories: Publicity, Information, Accommodation, Solicitation, and Miscellaneous. The following headings gleaned from the chamber's questionnaire and other sources are suggestive:—

1. Publicity

- (a) The preparation of descriptive booklets, folders, and road maps, and the distribution thereof.
- (b) The purchase of advertising space and the preparation of copy therefor.
- (c) The writing and illustrating of articles for the press.
- (d) Radio broadcasting.
- (e) Exhibits.
- (f) Motion pictures.

2. Information

The maintenance of a properly equipped information bureau for the convenience of visitors and for answering mail inquiries.

3. Accommodation

- (a) Hotels.
- (b) Tourist camps.
- (c) Boarding houses.
- (d) Other accommodation such as private housekeepers who would be willing to put up visitors for a night failing a shortage of other accommodation.

4. Solicitation

- (a) Securing conventions.
- (b) Securing stop-overs of touring groups.
- (c) Arranging for fishing and hunting parties.

5. Miscellaneous

- (a) Good roads.
- (b) Traffic signs.
- (c) Municipal co-operation.
- (d) Goodwill trips.
- (e) Affiliations.
- (f) Preservation of natural attractions.
- (g) Communication.
- (h) Co-operation with other tourist organizations.

Comment

The salient impression conveyed by the memorandum is that efforts to promote visits on the part of tourists in various communities is directed largely towards the United States. While such efforts are commendable from the dual viewpoint of building up happy international relationships and of practical purpose, further encouragement of Canadians to visit centres of interest, beauty and recreation in their own country could be perhaps the more emphasized. There is an apparent lack of particular stress of this nature, and it seems that an opportunity is being missed to encourage Canadians to visit Canadian communities. If this is so, then it would seem reasonable to suggest that Boards and Chambers throughout the country could well consider taking practical steps towards a policy of "See Canada First."

REPORT ON THE TOURIST TRADE IN CANADA WITH SPECIAL REFERENCE TO THE ROYAL BANK PROPOSALS

SUBMITTED TO THE EXECUTIVE OF THE CANADIAN CHAMBER OF COMMERCE BY
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UNIVERSITY, TORONTO, JULY, 1930

I. GROWTH AND IMPORTANCE OF THE TOURIST TRAFFIC

1. *Volume of Tourist Traffic.*—The tourist traffic in Canada has increased enormously in the past ten years. Reference to the figures given in Appendix A will show that it has maintained a steady increase of between fifteen and twenty per cent per annum in each year since the War. In 1920, 2,379,000 visitors spent altogether about 7,500,000 days in Canada and spent about \$84,000,000. In 1925 approximately 8,000,000 tourists spent 22,500,000 days and \$187,000,000 in Canada, and in 1929 the figures were 16,000,000 tourists, 40,000,000 days and \$300,000,000. No other important industry in Canada has shown anything like such rapid and consistent growth, and while no such six-fold increase in the number of tourists can be expected in the next ten years yet substantial annual increases are almost certain to occur. We may, I think, look forward to an annual influx of between twenty and twenty-five and possibly thirty million visitors before the close of the next decade.

2. *Its General Economic Importance to Canada.*—The importance of the Tourist Trade has received a growing amount of attention in recent years, but it has not generally been given the recognition it deserves. While the figures have appeared in the public press from time to time, few people really appreciate the fact that the Tourist Trade is now one of the most important of our sources of commercial revenue. In 1929, in dollar value of business, it ranked sixth among our great industries being exceeded only by Field Crops, Iron and Steel, Construction, Railways and Textiles. It ranked well ahead of Mining, Dairy Products, Pulp and Paper, Lumbering, Milling, Meat Packing, Fisheries and other staple lines of production. (See Appendix B). In 1929 our tourist revenue was equal to one quarter of our entire export trade. It was greater than the value of our entire exports of wood, wood products and paper, and was within ten per cent of our grain and grain products exports. It has in each of the past four years almost exactly balanced our "unfavourable" trade balance with the United States. There is at the present time about \$6,000,000,000 of foreign capital invested in Canada. Our tourist revenue just about equals the entire interest and dividend requirements on this large sum.

The tourist traffic is of obvious importance to certain industries, e.g. Hotels, Restaurants, Automotive, etc., but it is equally though less obviously important in others. It has been estimated, for example, that visitors in Canada in 1929 consumed over 4,000,000 pounds of butter, 18,000,000 pounds of meat, 4,000,000 dozen eggs and other commodities in like proportion. The tourist dollar thus percolates through the channels of trade to practically every industry and producer in Canada.

The tourist traffic is valuable in bringing into productive use large areas of Canada which would not otherwise be very productive. In one of the smaller lake and resort areas of Ontario (Kawartha) about \$750,000 of American currency and "Traveller's Cheques" passed through the local banks in the season of 1929. A small fishing village on the Bruce peninsula which a few years ago never saw an American car now has its hotels and boarding houses booked up all season, and eighty per cent of its annual retail trade is done in the months of July and August.

The tourist traffic has raised the whole standard of living in such areas as these. Good roads, better shops, improved quality and variety of merchandise, better hotels, better steamship and rail service and a dozen other things have come with the tourist.

In the larger cities the heavy flow of this traffic is in the months of July and August which are normally, so far as domestic sales are concerned, slack months. The trade brought by tourists in such lines does not create peak-load costs, but ends to bring up to normal otherwise slack months.

In the field of retail merchandising the tourist traffic is a source of considerable revenue, and is potentially a source of very greatly increased revenue. Individual merchants in quite a number of towns and cities have been alive to this avenue of increasing their sales, and have used it effectively; and in the past three or four years some co-ordinated efforts have been made to develop along these lines. But until this year these efforts have been of a rather stereotyped sort and of doubtful effectiveness. The two methods generally used in the past have been

(a) a small paragraph in a few of the local Tourist Bureau booklets (samples given in Appendix C).

(b) small cards distributed to local merchants to be placed in their store or window welcoming American visitors. In some cases these cards refer to the lower cost of some articles in Canada, and in a few cases they call attention to the \$100 exemption clause.

The tourist traffic has another important though indirect effect. Many visitors are men of substance in industry and trade, and seeing the country and its possibilities on a holiday will become interested in investment and not infrequently this has led to the establishment of branch plants.

To sum up:—

1. The Tourist Trade has grown with extraordinary and steady rapidity in the last ten years.

2. While the annual number of tourists cannot be expected to maintain the same rate of increase in the next ten years, it should increase substantially, and if the average length of stay can be increased the number of Tourist Days might increase at a rate approximately equal to that of the past ten years.

3. Greater attention to merchandising and to the quality of services rendered should maintain the past rate of increase in the dollar value of the Tourist Trade to Canada.

4. The Tourist Trade is of tremendous economic importance to Canada

- (a) The present dollar value ranks it among the half dozen leading industries of Canada.

(b) The revenue thus derived from abroad is equal to our "unfavourable" balance of trade with the United States or to the entire interest and dividend requirements on all foreign capital invested in Canada.

(c) Its demands provide an important market for all agricultural products and other goods of daily consumption.

(d) It makes otherwise unproductive areas productive.

(e) It raises the whole quality of life in the more remote areas.

(f) In the field of merchandising it has provided much profitable business in what are usually slack months.

(g) The business man on holiday frequently develops an economic and investment interest in the country he is visiting.

II. THE ROYAL BANK PROPOSAL

The proposal outlined by the Managing Director of the Royal Bank in his address to the shareholders in January 1930 is, briefly, that the 16,000,000 tourist visitors to Canada present a potential market for merchandise which has not been developed as it should, and that there is a very considerable range of goods which should appeal to all classes of visitors that can be purchased more cheaply in Canada than in the United States, and that concerted action along this line might add from \$300,000,000 to \$1,000,000,000 to the purchases of American visitors. In Appendix D Mr. Neill's remarks in this connection are reproduced in full.

A discussion of this proposal lies along two lines.

1. The statistical and merchandising facts.

2. Certain objections that have been raised.

1. *The Facts* (a) There are fifteen to twenty million tourists coming in each year, so that every ten dollars per capita added to their expenditures here means \$150,000,000 to \$200,000,000 of additional gross revenue.

(b) There is almost no data as to present expenditures on merchandise. It is estimated that in 1929, the 16,000,000 tourists stayed here on the average two and a half days and spent on the average \$18.70 each or \$7.50 a day. \$5.00 a day or \$12.50 for two and a half days would seem to be a minimum allowance for living and travelling expenses leaving \$6.00 per tourist as a maximum average for merchandise purchased. This would give a total of about \$90,000,000 as maximum present expenditure on merchandise. It is probably, however, well below this figure.

(c) There is a wide range of commodities which ought to be purchasable in Canada at substantially lower prices than in the United States. This is discussed fully in Section III.

(d) The purchasing power of the tourists is certainly that of the average responsible car-owner. My own opinions from watching the streams of American cars on Ontario highways is corroborated by those of other careful observers. The dilapidated "tin-lizzie" is a very rare exception, and the proportion of current models of medium priced (\$1,000-\$2,000) cars is high, with a very fair sprinkling of expensive and chauffeur-driven cars. That is, the tourists are overwhelmingly of the good-middle-class who will not spend prodigally or extravagantly but are quite well able to spend \$50 to \$100 per family (i.e. \$20 to \$30 per head) if desirable merchandise attractively priced is brought to their attention, and a great many would be able to spend a great deal more. Moreover, if a tradition of buying in Canada is once firmly established, it should be possible to bring the average up to \$50 or \$100 a head. But even if such be regarded as visionary every extra \$5 or \$10 a head runs into \$100,000,000 or more.

(e) There is another important group of economic facts which makes the adoption of the Royal Bank suggestions very desirable. The Tourist Trade is highly seasonal in character. Except for the one day holiday traffic at border points, a certain amount of convention business, and some winter tourist business in Ottawa, Montreal, Quebec and Vancouver Island, the great bulk of the tourist traffic comes between June 15th and September 1st. With the present traffic our capital equipment in roads, hotels, resorts, golf links, etc., is taxed almost to the limit in the peak-load months. It is generally agreed that it is practically impossible to stretch the main tourist season out any longer. If, therefore, increased tourist revenue is to be secured through the means now chiefly exploited there must be continued heavy increases in these capital expenditures, with attendant piling up of heavy overhead costs in the off seasons. Whereas, increased revenue along the lines suggested by the Royal Bank can be gained at once without any additional fixed capital expenditure, and without any appreciable increase in overhead costs.

The conclusion, therefore, is that fundamentally Mr. Neill's suggestion is sound. The goods, the people, and the purchasing power are all here.

2. *Certain objections that have been raised.*—(a) That neither the people nor the purchasing power is here. The facts given above show that this is not so.

(b) That merchants are already fully aware of this source of trade, and are already exploiting it fully. My survey leads me to the conclusion that this is true of only a few merchants in some of the larger centres and of a limited line of goods. Some of the better and more progressive merchants in such centres as Windsor, Sarnia, London, Hamilton, Toronto, Kingston and Montreal do have a valuable trade in linens, china, jewellery and woollens. But the majority of merchants are not awake to the possibilities that exist and concerted action is desirable.

I. To make it impossible for any visitor who casually inspects our shop-windows to miss having these goods brought to his or her attention.

II. To establish a tradition among American visitors that certain goods can be bought attractively in Canada.

(c) That any concerted effort to increase substantially sales of merchandise to visitors will be regarded with suspicion by the visitor, and that we will get a reputation for trying to exploit the tourist. The reply to this is that so long as the type of salesmanship is courteous, and so long as the prices are really attractive no possible grounds for resentment exist. No buyer can resent attractive purchases being brought to his attention by any courteous or ordinarily used means of merchandising.

(d) That tourists have only so much to spend, that they spend it all, and that this campaign would merely divert this expenditure to foreign goods. But the answer to this is that if a tradition is established they will bring more money, come more often and in greater numbers.

(e) That if goods are purchased by American visitors in anything like the suggested volume, that the U. S. Congress will repeal the \$100 exemption clause, and thus stop all purchasing in Canada. A reply to this can be made along either of two lines:

I. There is little evidence that any such substantial body of opinion would favour such a repeal. It is true that some American border associations of merchants have petitioned Washington to that effect, and that the question has been raised in debates. On the last occasion of such a debate the weight of opinion in Congress seemed to be in favour of raising the exemption to \$150 on the ground that the \$100 figure had been set in the light of pre-war price levels. The interests of 20,000,000 Americans who go abroad each year are likely to have at least as much weight with Congressmen and Senators as those of a few

hundred border merchants. It is possible, of course, that if rather crude and blatant methods of selling were widely adopted that they might produce a deserved reaction. Opinions of Canadians in contact with American feeling on this subject are clearly divided, and I can only say that having listened to the views of a large number of people, it is my opinion that provided courtesy and dignity are maintained in our propaganda and provided that undue boasting is restrained and huge dollar totals are not given too much publicity there is little or no ground for apprehension along this line.

II. Even if the \$100 exemption clause were abrogated, it by no means follows that purchases in Canada would be cut off. Canada has no such clause, yet millions of dollars worth of personal and gift goods are certainly brought in every year by Canadians returning from the United States or abroad. Abolition of the clause would curtail china sales, but not seriously affect clothing, jewellery, linen, smokers' supplies, etc. It may be noted that while American tourists certainly purchased at least \$200,000,000 of merchandise in foreign countries during 1928, only \$17,000,000 was declared under the \$100 clause (\$4,000,000 from Canada and \$13,000,000 from other countries). Abrogation of the clause would mean, however, that there would be some impropriety in methods of advertising which would be a direct invitation to smuggling, but except in a few lines the purchases would not likely be seriously curtailed.

In conclusion, all these objections appear to have little weight, and it is my opinion that Mr. Neill's proposal is sound and practicable. A final endorsement of its value is its widespread adoption in recent weeks. I attach a few samples of large advertisements appearing in Toronto and Montreal papers in June. (See Appendix E). A number of shops are soliciting tourist business directly by posters, leaflets, etc.

The Canadian Chamber of Commerce can give valuable leadership in developing this idea in a number of ways:

(a) by bringing to the attention of the local Chamber of Commerce secretaries and through them to the retail merchants, goods which can be offered more cheaply in Canada than in the United States.

(b) through the local secretaries and executives encouraging advertising and selling campaigns of the right sort at the right times, and thus developing among visitors the tradition to buy.

(c) through local secretaries and in other ways promptly and effectively checking up on merchants who are attempting to get higher than reasonable prices for the goods.

III. TYPES OF MERCHANDISE WHICH DO APPEAL OR CAN BE MADE TO APPEAL TO VISITORS

Tourist purchases en route may be classified as follows:—

1. *Day to day necessities*.—Apart from living and travelling expenses there are such things as shirts, socks, collars, sporting equipment and supplies, books, papers, and magazines, etc. To encourage this sort of purchasing requires attractive shop-fronts, and strictly reasonable prices. Some local information bureau booklets carry a commendable invitation to intending visitors to "travel light and shop as you go".

2. *Souvenirs*.—Many travellers like to buy souvenirs of the places through which they go, but the amazing amount of tawdry trash conspicuously displayed for the passing tourist too often gives a place an air of cheap vulgarity and repels the majority. There is still, perhaps, a place for Niagara Falls paperweights and Maple-leaf spoons, but greater variety and originality and somewhat higher artistic standards are greatly to be desired. On the whole, the

quality of postcards displayed in Ontario and Quebec, at least, is far below the standard and quality of English or Continental cards. It has been suggested that display cards "Made from copper from Noranda mines", "Silver mined in Nipissing", etc., would catch many a passing eye, give a Canadian flavour to quite standardized articles, and at the same time advertise Canada's mineral resources.

3. *Gifts*.—Most travellers have several friends at home to whom they will be taking presents. A gift may be anything from a souvenir ash tray to a fur coat, a burnt leather bookmark to a fine set of table linen. In general what the purchaser wants is something not usually or readily obtainable at home. Canada is in an especially favourable position in this regard, for we have not only a small range of distinctively Canadian wares, Hudson's Bay blankets, Murray Bay homespuns, furs and Indian goods but because of our lower tariff all our better jewellery, gift and department stores are well stocked with a wide variety of European and Oriental art goods, which are virtually never for sale in any but the largest American cities, and even there at a price fifty to a hundred per cent above that which is, or at any rate ought to be, asked here. I am informed that intelligent Americans are usually amazed at the variety and the "differentness" of the displays of bronzes, statuary, porcelains, etc., in our larger stores. Our merchants are supplied directly in London, Paris, Vienna and Tientsin, while practically all American shops stock up with copies of the same few things made in Connecticut.

Suggestions to be offered here are:—

(a) That more price information be given in advertising and displays so as to attract those who happen to know New York prices.

(b) That gift suggestions and gift stores or sections of stores be kept prominently before the tourist's eyes.

(c) That gifts for children and children's goods receive far more prominence. Simpson's advertisement in the *Globe* of June 13 is the only appeal along this line I have ever seen. Dolls and toys of all kinds pay one of the highest rates of duty into the United States, so that the best English, French, Swiss and German dolls and toys are either never seen or very highly priced. The novelty of a good display of such children's toys, as well as children's dresses, raincoats, etc., should prove very attractive.

4. *Articles for personal use*.—Under this heading I include chiefly articles where the main attraction is price. These may be divided into two groups, Made-in-Canada and Made Abroad.

(a) *Made-in-Canada*.—I have not been able to prepare any extensive list of these. It would require detailed study in co-operation with manufacturers and merchants which I have not had time to make. It is my impression that the list would be of only moderate length, chiefly because

- i. with generally lower volume of production, costs of manufacturing are somewhat higher in Canada.
- ii. whenever the principal competition comes from the United States prices in Canada are the U.S. price plus duty without much reference to costs of production.

The list, however, should include furs, some knit goods, some clothing and textile fabrics, some leather goods, camping equipment, etc. But in many cases the price differential is not large.

(b) *Imported Goods*.—In Appendix F I give a fairly complete table comparing rates of duty in Canada and the United States and a comparison of duty paid costs in Canada and in the United States. Some of the principal types of articles and the price differentials are as follows: In Sportsmen's goods (fishing

tackle, guns, golf equipment, etc.), Canadian duty paid costs are ten to thirty-five per cent below U.S. duty paid costs; suitings and woollen clothing generally twenty to thirty per cent; gloves fifteen to thirty per cent; smokers' supplies twenty-five to forty per cent; silk goods twenty per cent; jewellery and ornaments twenty to forty per cent; dolls and toys of all kinds twenty-five to thirty per cent; non-alcoholic perfumery thirty per cent; rugs fifteen to twenty per cent; linens, fifteen per cent; china tableware forty per cent; glass tableware twenty to twenty-five per cent; cutlery twenty to twenty-five per cent; art goods, bronzes, etc., fifteen to twenty-five per cent; leather goods fifteen per cent; clocks and watches thirty to forty per cent.

While it would be very desirable to have a larger Made-in-Canada list, the Imported list should not be under-emphasized. It is true that English cutlery, Irish linens, French knit-goods and Austrian bronzes sold in a Canadian shop have not directly given employment to Canadian factory workers. But they have given a large amount of employment to that vast army of clerical and other workers in shipping, railroad and distributing houses, who make up an increasingly large proportion of the population of a modern economic organization. Studies in modern merchandizing show that from forty to seventy-five per cent of the selling price of most articles of the sort we are discussing goes to pay for distribution services. Commerce may be as profitable or more profitable than industry, and the sneer "a nation of shopkeepers" has long since lost its sting.

Moreover, any considerable expansion of this sort of trade would increase the volume of our British and other overseas trade. Canada can become a show window and bargain counter for Empire goods on the very doorstep of sixty million American buyers.

But quite apart from imperial or patriotic sentiment or anti-American bias this is a tendency to be encouraged. It is highly desirable to broaden the bases of our trade relationships, import as well as export; and in developing overseas trade we are developing east and west traffic, the keystone of Canadian national economy.

While each merchant must handle his own business in his own way, the Canadian Chamber of Commerce in co-operation with local officers could do much to disseminate ideas and improve the quality of merchandising. The following are a few suggestions of a very general sort.

(a) *Keep Prices Down.*—There is already a considerable amount of complaint that gold hose, knit goods, and other articles are no cheaper in Montreal than in New York. With 16,000,000 visitors coming in profits lie in volume. If the Canadian distributors are going to appropriate the differential that should exist between the two prices in addition to their regular forty or seventy per cent they may make higher profits per unit for a while, but the shrewd American buyer will soon realize what is happening, and the tradition that is now developing for buying in Canada will soon vanish.

(b) Treat the visitor as a regular customer. Hundreds of thousands of Americans come to Canada every year or at least several years in succession, and many business men come several times a year. Even those who do not return tell their friends at home. The goodwill of an American visitor should be cultivated as carefully as that of any good local customer.

(c) Cultivate a slightly foreign, i.e., un-American atmosphere. The traveller on holiday or on business is interested in something different. European goods in themselves attract, and window-dressing and shop settings with a European flavour, will enhance the effect.

(d) Advertise continuously. Disproportionate attention is paid to big conventions. Every day of the week from the end of June to the first of September there are tens of thousands of American visitors in Toronto and Mont-

real. In this connection, some schemes should be worked out for getting local daily papers into the hands of visitors. It might pay those interested to co-operate in presenting a copy of a morning and an evening paper to every guest in the larger hotels in the city. Observation shows that most American guests in large city hotels if left to themselves buy a Detroit, Cleveland, Buffalo or New York paper at the news stand.

(c) Keep the sales staff in the departments affected fully informed and trained as to American custom regulations, reasons for lower prices, etc.

IV. TARIFF ADJUSTMENTS

It was suggested in Mr. Neill's speech that it should be possible for manufacturers and merchants to unite in asking the Government to reduce or abolish the duties on certain foreign luxuries which could then be used as leaders in sales campaigns to tourists. But changing the tariff is rather a delicate operation, partly because of interlocking rates, partly because of extreme jealousy on the part of Canadian manufacturers that might even very indirectly be affected, and partly because of a general prejudice on the Canadian Manufacturers' Association's part to any lowering of rates.

The objections will be raised even where there is no Canadian manufacture of a particular product that

(a) it will remove any possible chance of a branch plant being started.

(b) that a marked cheapening of any foreign product will tend to divert purchases to that product.

For instance, there is at present no manufacture of high-grade alcoholic perfumes in Canada but to the suggestion that the duties and excise in this case should be materially reduced it is said that it would upset the whole alcoholic excise schedules, that French perfumers are starting a branch plant in the United States and may do so here and that it might divert some purchasing power from Canadian to French perfumes, toilet water, and cosmetics generally.

Similarly to a suggestion that antiques over a hundred years old be admitted free it is objected by the Canadian Manufacturers' Association

(a) that the loophole for fraud would be too great and administration would be impossible.

(b) that it would divert purchasing from modern furniture, silver, etc.

In the case of hand-tooled leather goods the problem of proper definition and also of competitive lines in metal and fabrics is held to be too great. In the case of bronze and brass manufactures the existence of two or three small manufacturers, who might extend their lines some time in the future, is held to preclude a lowering of the tariff.

On the whole the general structure of the Canadian and United States tariffs, as will be seen from Appendix F, is already very favourable to Canada. And in the view of the objections of the Canadian Manufacturers' Association I make no immediate recommendation along this line. But I would suggest that if the Canadian Chamber of Commerce undertakes a special interest in the Tourist Trade as recommended in my final conclusions, that this would be a useful line of exploration. It would require a great deal of study and conference work with manufacturers, merchants and the tariff board, but some good progress might be made along the following lines: alcoholic perfumes, bronze, brass and porcelain ornaments, certain specialized lines in handworked textiles, hand-tooled leather goods, and art antiques.

It has been suggested that if "Free Port Zones," similar to that in Hamburg, were established in the Montreal and Vancouver Island areas where warehousing and manufacturing for export could be carried on, that this would enable goods to be sold still more cheaply to tourists. Visitors would order from

samples in the stores, and the goods would be expressed from the bonded warehouses without being subject to any Canadian duty at all. The tourist business alone would not justify the establishment of this system, but if for other and broader reasons it did come into operation, merchants handling some of the bulkier lines of tourist goods could use it effectively.

V. PRESENT TOURIST ACTIVITIES

I turn now to a brief description of the existing machinery for attracting and handling the tourist traffic.

1. *Organizations National in Scope.* (a) *Dominion Government.*—i. *Department of Interior.*—Natural Resources Intelligence Service. While not officially charged with promoting Tourist Trade, this has become one of the important functions of this Bureau. Under the extremely able and vigorous direction of Mr. F. C. C. Lynch, it puts out a large mass of excellent maps, blue prints, descriptions of canoe trips, fishing and sporting information, as well as summer resort information. It answers a large mass of individual inquiries; prepares and loans motion picture films. It also from time to time puts men on the road moving among present and prospective tourists, getting their ideas and generally studying and encouraging Tourist Trade.

ii. *Dominion Bureau of Statistics.*—For the past four years the Dominion Bureau of Statistics has collected and published valuable statistics on the Tourist Trade. Each year they circularize several large groups of interested people. They have several thousands of returns from individual tourists, returns from hundreds of hotels, tourist camps, etc., etc. At present they are interested directly only in total numbers and total expenditures; but given staff and funds they could easily and efficiently extend the variety and improve the quality of these essential primary statistics.

iii. *Miscellaneous.*—The Departments of Immigration and Trade and Commerce through their scattered offices abroad can do a certain amount of tourist propaganda work incidental to their main jobs, but the amount depends entirely on the initiative of the local man in charge. They have no definite instructions along these lines. In their general advertising both in Canada, United States and Europe they keep the name of Canada and its great resources before the public eye and thus indirectly influence tourist traffic.

In its contributions both in money and in technical information and services to Highway Construction the Dominion Government has given important aid. Some \$20,000,000 in highway subsidies have been paid to the provinces, and further aid has been discussed.

The Departments of National Revenue and Immigration have done much to facilitate tourist traffic by providing adequate and courteous border examiners. It is a cause for great satisfaction that these border services have earned so high a reputation for courtesy and efficiency, and this has done much to develop tourist traffic.

On the whole, the Dominion Government has regarded the Tourist Trade promotion as a provincial and local matter and there are good administrative grounds for supporting such a position. Provincial and political jealousies are sufficiently keen to seriously embarrass the Federal Government. It would be difficult, for instance for the Natural Resources Intelligence Service to avoid arousing a great deal of local jealousy if it were given \$500,000 for an advertising campaign. The Federal Government could, however, usefully extend its services in collecting statistical information, providing material, maps, photographs, films, etc., for use in local and provincial advertising, and possibly by further highway subsidies and radio broadcasting. It could also make every trade and immigration office abroad a tourist office.

(b) C.P.R. and C.N.R. and Canada Steamship Lines—

Each of these companies maintains efficient men whose main business is to solicit and develop tourist and convention activities; each puts out large quantities of literature, and does a great deal of high-class advertising. Each of these has libraries of motion picture films.

Each, also, has done a great deal to provide facilities for visitors,—first-class urban hotels, magnificent de luxe resort hotels, smaller resort hotels and delightful bungalow camps.

Not only have they provided this physical equipment, but they have given great attention to developing tourist attractions. The C.P.R. folk festivals from coast to coast at various seasons of the year, and its patient and steady encouragement of winter sports are especially noteworthy. In this latter connection it is interesting to note that it has found that winter sports cannot be developed just for the tourist. There must be a genuine, active and widespread local interest in them. Americans will not come to Quebec or Ottawa to ski or toboggan unless the Quebecers and Ottawans in large numbers enthusiastically ski and toboggan themselves.

The work of the Canada Steamship Lines in pushing the homespun and other products of the Quebec habitant industries also deserves special mention. On every boat they have attractive shops, and by the strictest adherence to the policy of maintaining city prices they have not only developed a valuable business, but created a goodwill that is of incalculable advantage. At the present time the demand for these products of the habitant cottage industries far exceeds the supply.

(c) Canadian Federation of Tourist Bureaux.—This organization was formed last winter, and is to hold a second meeting in Winnipeg in September. I have been unfortunate in never being able to find Mr. Macnamee, the Secretary, in Montreal, so I do not know much of its organization and scope. It is not yet, however, well under way, but holds promise of being a useful organization in the near future.

(d) Miscellaneous.—There are a number of other organizations, chiefly corporations national in scope, that are conscious of an interest in and responsibility for tourists. All the leading oil companies do their best to earn the goodwill of the visitor, supply maps, information and advice free of charge. Other institutions and individuals, of which the Royal Bank deserves mention by name, have done much to awaken public opinion in Canada as a whole to the economic importance of the Tourist Trade.

2. *Organizations Provincial in Scope*—(a) *Provincial Governments.*—i. Each of the Provincial governments maintains some sort of an organization for developing the Tourist Trade, though in most cases these offices have industrial and general publicity functions as well. Usually they are directly a part of the government machinery, or are at least substantially subsidized from the Provincial treasury.

These Provincial government bureaux all issue booklets and literature of various sorts, and issue bulletins on tourist traffic to the local press. The work is done with varying efficiency, but it is generally recognized that the Quebec government's organization is the best. One problem at this point is the difficulty of properly co-ordinating effort even with a single Provincial government. In Ontario there are six or seven different departments carrying on what is essentially tourist work without any formal or even adequate informal co-operation. Another point is that even the Provincial bureaux illustrate the difficulty of using the political machinery in this connection. I have had many complaints that the Manitoba office unduly or almost exclusively advertises Winnipeg, and that Ontario gives undue prominence to either Toronto, Algonquin or Northern Ontario.

I am not competent to pass an opinion in this connection; certainly extreme forms of these criticisms are not fair. But they show the difficulties that beset a centralized office of propaganda even on a Province-wide basis.

ii. Provincial Departments of Highways. These naturally do no tourist propaganda, but in providing good roads, keeping them adequately marked and protected they are of vital importance. Provincial parks are important attractions, and clarity, reasonableness and efficiency in fish and game laws, together with fish and game conservation, are not neglected.

(b) *Non-Governmental Organization.*—i. Provincial Motor Leagues and Good Roads Associations do little or no direct propaganda work, but in many ways can and do contribute to the convenience and pleasure of the visitors' arrival and stay.

ii. Ontario Associated Boards of Trade at their annual meetings and through committee work afford occasion for the discussion and study of the trade, and through representations to the government have had a number of useful ideas put into force. (See Appendix G).

iii. Provincial Associations of Tourist Bureaux. These exist or have existed in several provinces. They have had somewhat chequered histories, usually not very bright, though the New Brunswick Association has had a long and honourable record. In Ontario it broke down over the problem of finance, and because to a considerable extent it overlapped the work being done by the Ontario Associated Boards of Trade.

3. *Local Organizations.*—(a) *Regional Associations.*—Examples of these are the Blue Water Highway Association, the Trent Valley Waterways Association, the Georgian Bay Tourist Association, the "No. 3 Highway Association" and the Vancouver Island Publicity Bureau. These are co-operative bodies representing a definite tourist area, and are described more fully in Appendix H.

(b) *Local or Municipal Organizations.*—These are of several kinds

- i. those connected with the municipal government.
- ii. the local Chamber of Commerce.
- iii. local motor clubs.
- iv. Hotel and/or merchant groups.

The first exists in a few cities but is not common, though in many cases municipal councils subsidize other organizations, local or regional. The second is by far the most common, and practically every Chamber of Commerce or Board of Trade is directly and actively interested in this work. The third kind exists in quite a number of places, and the fourth in Toronto and Montreal.

The work varies, of course, a very great deal from place to place. Practically every such organization maintains an information bureau, and most publish booklets or leaflets and some advertise in newspapers and magazines.

A few of the larger centres have men on the road soliciting conventions and large parties. Some of the local groups make studies of the traffic and other problems connected with its volume and local importance.

A number of these local organizations are described more fully in Appendix J.

Weaknesses in the Local Organizations.—The great advantage of the local organizations is that they are actively and directly in contact with the tourists themselves. But being local they suffer from lack of co-operation with other groups. This is not so true of those that are linked up with regional organizations, but it is very true of a great many.

There is in some cases a very narrow outlook on the part of the local bodies. This partly springs from local jealousies, and partly from sheer provincialism.

Except as occasion is afforded through such meetings as the Ontario Associated Boards of Trade, they have few means of exchanging ideas with each other, and getting the benefit of other people's experience.

In most cases they are too small to advertise effectively. They are not in a position financially or in the matter of staff to make proper studies of tourist psychology, to find out what the visitors want, what they can be interested in, etc.

They rarely have means to give accurate information (except such things as main roads and mileages) about places at an hour or more's distance.

There is a considerable amount of overlapping, some of it unavoidable but a good deal unnecessary and wasteful.

Thus in many ways, through inadequate knowledge, inexperience, lack of funds and staff, frequent changes in staff, lack of leadership, and lack of a broad outlook, most of the units are functioning less effectively than they might. The most efficient and wide awake of these bodies are the most ready to agree that these weaknesses exist.

VI. CONCLUSIONS AND RECOMMENDATIONS

I have now discussed briefly the growth and importance of the Tourist Trade in Canada, the arguments for and against the Royal Bank proposals, and I have described briefly the general set-up of organizations interested in encouraging and handling this traffic.

My conclusions may be summarized as follows:—

1. That the Tourist Trade is one of the half dozen leading industries in Canada.

2. During the next ten years we should expect steady and rapid growth in the tourist traffic. It is not likely that the number of visitors will increase at the same rate as in the past, but it should increase by fifty per cent and might double in the next ten years. With an increase in the average length of stay, and an increase in the average expenditure per capita, the total revenue could maintain or exceed the rate of growth in the past ten years.

3. That the Royal Bank proposals are sound and practicable, and concerted action ought to be taken to carry them into effect.

4. That there is a great deal of intelligent and effective work being done to encourage and maintain the Tourist Trade, but that it suffers seriously from lack of co-ordination, overlapping and uneven quality.

5. I have been continuously and forcibly impressed throughout the period of this study by the amazing lack of authoritative and accurate information on all but the most elementary phases of this traffic. Our statistics of number of tourists are substantially accurate, our figures of length of stay and of total expenditure are fairly accurate and better than they were two or three years ago. But in all other aspects, where they come from, who they are, why they come, what they want, where they go, how their expenditures are distributed, we have little more than a few fairly intelligent guesses and opinions.

My recommendations, in conclusion, cover a somewhat broader field than that indicated in my terms of reference, but are confined to what the Canadian Chamber of Commerce might usefully and effectively do.

1. The Canadian Chamber of Commerce should recognize that an active interest in the Tourist Trade is an important part of its function and duty. This is logical for with almost all of its constituent members the Tourist Trade is a vital and important part of the work, and in most places such work as is being done is centered in the local Chamber of Commerce.

2. The office staff of the Canadian Chamber of Commerce should be enlarged sufficiently to take adequate care of this field. A thoroughly competent

man to give full time to this work with a modest amount of clerical assistance should be sufficient for the present. His duties may be outlined as follows:—

(a) To keep himself and the Canadian Chamber of Commerce thoroughly informed in the whole field of "Tourism" here and elsewhere. This can be done through careful attention to magazines, government publications and other literature, a good clipping service covering Canada, U.S.A., and the principal European countries, and correspondence with Canadian legations and trade offices abroad, together with occasional personal travelling.

(b) Secure semi-annual reports from all affiliated Chambers of Commerce and Boards of Trade in Canada on their tourist activities. He will thus be continuously posted on Canadian activities, and be in a position to give valuable assistance to local chambers in planning their work and offer valuable constructive criticism of their activities, suggest new lines of emphasis, and prevent unwise or doubtful types of appeal. Useful ideas and information can be quickly passed around, and the experience of each locality be made part of the experience of all.

(c) Circularize local secretaries from time to time, giving them information and advice, and keeping up their interest.

(d) Organize lectures and other educational efforts in the off season for hotel and resort managers and merchants.

(e) Through study and research devise new methods of appeal and improve existing ones. A few profitable lines of study are as follows:—

i. The whole tariff and manufacturing situation with reference to goods which can or might be advantageously purchased in Canada can stand more intensive exploration than has been possible in this report.

ii. A representative number of local Chambers should be persuaded to co-operate along lines already developed by the Border Cities Chamber of Commerce to get at the facts with reference to tourist psychology. Why do tourists come? What do they want? What can they be interested in?

iii. Channels of contact between manufacturers and importers on the one hand, and local merchants, particularly in the smaller towns, on the other. More efficient selling on the part of the former is necessary to enable the small town merchant to carry a sufficiently varied stock to increase his volume of sales to visitors. The Chamber of Commerce by bringing these opportunities to the attention of British manufacturers might induce them to give still better service to their Canadian business.

iv. Tourist methods abroad and their adaptability to Canada. (See Appendix K).

3. Opportunity should be provided at annual and other meetings for thorough interchange of ideas on the Tourist Trade.

4 The retail merchants sections of the local Chambers should be urged to give the fullest consideration to the Royal Bank proposals. Selling merchandise must of necessity remain the business of the individual merchant but co-operation in preparing window display cards, and in other ways, is useful. The importance of the day to day tourist traffic as opposed to big convention traffic should be emphasized. Merchants should be encouraged to devote some part of their advertising each week in the tourist season to definite tourist appeal, and not confine this to big convention weeks. Above all the retail merchants sections should take all possible steps to prevent undue enhancement of prices, and always keep clearly in mind the long-run as opposed to the short-run point of view—rapid turn—over as opposed to profit per individual sale.

5. That from time to time as a result of its wide knowledge and its representative character the Canadian Chamber of Commerce should bring various matters to the attention of the Federal and Provincial Governments, and use its

disinterested influence to secure improved conditions along various lines. For example, matters which might reasonably become subjects of representations would include:

(a) The expansion and improvement of the tourist statistical data gathered by government departments.

(b) National and Provincial advertising, especially motion pictures and radio.

(c) Adequate supervision of tourist camps and tourist information bureaus, etc.

(d) Prevention of annoying tourist solicitation.

(e) Highway beautification, elimination of unsightly sign boards, dumps, etc., in rural beauty spots.

(f) *The Trans-Canada Highway*.—6. In all this work it would be well to avoid too much general publicity, particularly as to organization for selling merchandise, and huge totals of tourists or expenditures. Some publicity will be desirable and some inevitable, but the aim should always be to do the job efficiently but quietly.

(Signed) KENNETH W. TAYLOR.

July 24, 1930.

NATIVE CANADIAN ARTS AND HANDICRAFTS AND THEIR RELATION TO THE TOURIST TRADE

Fyled by Mr. H. E. M. Chisholm, Director of Publicity, Department of Trade and Commerce.

The tourist trade has grown to be one of Canada's major industries, ranking after agriculture and manufacturing in importance. The reasons for its phenomenal and recent development are not hard to find. It is Canada's scenic beauty which has been the magnet drawing thousands of people annually across the border. Mighty snow clad peaks, prairies stretching in gentle undulations to the horizon, great canyons cut between towering cliffs by deep and silent rivers, lakes wild and untouched or thronging with summer activities, all are linked by good roads and modern hotels. Her rivers, lakes, and seas attract the fisherman; her woods the huntsman; her natural resources and throbbing cities the business man; her uncrowded roads the motorist; and her winters the winter sports enthusiast. In spite of all these advantages, Canada possesses yet another; an advantage which is only just beginning to be utilized and which should in time prove an immense factor. Egypt, Holland, China, Japan, France, and, in fact, nearly every country, are all known for their own peculiar arts or handicrafts; Canadian art remains little known, not only to the traveller but to the people of the Dominion.

The extent and value of the tourist trade is difficult to calculate, but for 1929 it is estimated that nearly \$300,000,000 were spent in Canada by visitors, compared with over \$160,000,000 in 1924, calculated on the same basis. By far the greatest proportion of tourists come from the United States, a small fraction coming from the continent. The annual expenditure of Canadians in the United States is placed at about one third the amount spent by Americans in Canada. However, if the average expenditure by American tourists was equal to that of the Canadian, the income from this trade would approximate \$1,000,000,000. Only a small portion of the money spent in Canada goes towards the purchase of merchandise; most of it is for hotels, railways, boarding houses, and the like. It is obvious, then, that the tourist is taking very little out of the country. Other countries catering to this trade rely for their revenue, to a large

extent, on the goods they have to offer—goods that are indigenous to their own country. The demands of the tourist must be met and the main stipulation is that the article must be distinctively Canadian—it should not have to bear the words "Souvenir of Canada", the very design or characteristics should convey that fact.

The question naturally arises as to what is typically Canadian. There are two distinct types of Canadian art: aboriginal Indian art, which is absolutely indigenous to Canada and which is rapidly passing away, and French-Canadian work, which sprung from the early French settlers but through adoption and continual usage has become peculiar to Canada.

It is a fallacy to suppose that Canadian aboriginal Indian art is crude and undeveloped; indeed it is further advanced and of a higher culture than any other aboriginal art. Nor is it right to say that it is confined to prehistoric remains, for some of the finest examples are from the hands of craftsmen whose memory is still clear in the minds of living Indians. The Indian sense of creative design was closely linked with the traditions of his forefathers and of his race. When this race consciousness began to wane the native art rapidly disappeared or became contaminated with European ideas.

Indian native art is not the same all over Canada. The characteristics, materials, implements and designs differ widely from coast to coast; in fact, it is probable that the Pacific Coast Indians were absolutely unknown to the other tribes of Canada. Indian art may be classified into five distinct groups namely: the Pacific Coast; Interior Plateau and Mackenzie Basin; the Great Plains; Eastern Woodlands; and the Arctic Coast. The Pacific Coast Indians are the only branch solely indigenous to Canada. Their art was confined to wood and stone carvings, weaving, and basketry; they were without pottery. The other sections never reached the same stage of development and Mexican and European influences are noticeable. Birch bark was used in the Eastern Woodlands and a fair degree of skill was reached in the Iroquoian pottery—but it had no distinctive features. The Esquimau carved in bone and walrus tusk, but the finest example of this art comes from the Alaskan Esquimau. The products of each region are so distinct that they cannot be confused, nor can they be mistaken for the art of distant countries, though, except for the Pacific Coast tribes, they are similar to certain American work.

The Pacific Coast Indians reached a high degree of skill in carving, weaving and basketry. Their art was no idle pursuit but an essential in their every day life. Their clothing, house fronts, implements and weapons were decorated in the traditional designs of their family; consequently they are not a mere meaningless jumble, but a comprehensive combination of symbols, similar in significance to our ideas of heraldry. Their ability to adapt the designs to the material, size and shape of the article to be decorated is one of the outstanding characteristics of the work.

The Haidas, Tsimisyan, and Thlingit Indians to the North of the Pacific Coast were the foremost carvers and weavers. They have left examples of plastic and decorative beauty that are outstanding. There was nothing crude about their work; it possessed a high degree of realism and freedom of expression. The Southern Tribes were not so refined; their work being more crude and the facial expressions of their images grotesque to the point of caricature.

The Pacific Coast Indians have left us small images of totem poles carved in black slate, or beautiful dishes and bowls cut from the same stone. The perfection and grace of this work is unsurpassed by craftsmen of any race. Their basketry is of unique design and of strong construction. The Chilkat robes, woven from mountain goat hair over an inner core of cedar bark shreds or of wool, embody the symbols of their race and would be a tribute to any weaver. They also made large wooden chests, the sides of which were of a single strip

of cedar steamed and bent to form the four sides. These were carved in low relief or decorated with a painted design. The designs on any of their work is as perfect and as accurate as if it had been laid out with geometrical instruments.

Unfortunately these old craftsmen no longer ply their trade. The white man has destroyed their race consciousness and with it the stimulus of their art. Except for a little basketry their handicrafts have been relegated to the museums. Enough remains, however, to form an invaluable mine of design and inspiration for the new generations to explore and revive, and it is in this connection that aboriginal Indian art should play a part in the development of Canadian art. Here is a fund of inspiration for white man and Indian alike to turn to profitable advantage. Designs for textile patterns and trade marks have been taken from European ideas—in other words Canada has been borrowing when she has always possessed an art of her own, equal to any in design. Here is a motive, delightful, new and Canadian, for commercial artists to use for the benefit of both trade and art.

Everywhere commercial designers are looking for new ideas, new motives for their work, and it is an extraordinary thing that this vast field of inspiration has been practically untouched, so that to-day Canadian manufacturers use European trade-marks, Canadian pottery makers and metal workers seek elsewhere for their designs, and weavers use foreign patterns in their cloths. The freedom of expression of Indian design is most needed to counteract the conventionalism so noticeable in European art. It is unaffected by any outside influences and so leads to new ideas. In using motives from prehistoric art careful study is necessary so that the motive will be suited to the material, and to the size, shape and use of the article to be decorated. Above all the original spirit must be kept, and the European influence stifled when adapting aboriginal art to commercial use. On no account should a suggestion of crude workmanship be tolerated. Pattern designers will find the original patterns and drawings most interesting and unique and easily adapted to modern use—either directly copied or as a basis from which to work. More motives can be drawn from modern Canadian Indian work than from prehistoric specimens; the modern art is further developed and is extended to silver and iron. Painting, embroidery, applique and tatooing on perishable material are all recent developments.

Some attempts have been made to adapt the designs to pottery, tiles, brass ware and other articles with pleasing results. Unfortunately it is not well advertised and consequently little known. Several companies have decorated parts of their hotels with Indian ideas; they have shown conclusively the adaptibility of Indian art.

Very little of this true Indian art is known to the tourist. Indian novelties such as small birch bark canoes, bows and arrows, basketry and other trifles which crowd the windows of all novelty shops are made sometimes by Indians, but often by the factories. The original ideas have become tainted with European influences and are losing their native characteristics. The Indian has not been taught to value the work of his forefathers and has attempted to follow other designs and methods. To preserve the Indian crafts the old generation must be induced to pass on its knowledge, before it is too late and their skill lost forever. Such a scheme is difficult because the young Indian prefers to make money at other, more profitable occupations. If the tourist could be shown the superiority of the real product over machine-made, so-called Indian, objects, there is no reason why the trade should not become more profitable. Here is a chance, then, to build up a dying art, to give prosperity to the Indian, and to give to the tourist the genuine article of the Canadian Indian—an article which, in some regions at any rate, is indigenous to Canada and to no other country. Much has been done already, but it requires great patience, education and propaganda—surely it is worth any effort.

The extraordinary thing about this lack of realization of Canadian art, is that it is the foreigner who has seen its possibilities. To-day the great centres of tourist attraction are flooded by copies of "Indian" totem poles, blankets and other objects—made in all probability in Japan, the United States, Czechoslovakia or Switzerland. They have attempted to produce images similar to our totem poles and to incorporate designs from the British Columbia Indians. Such copies are crude and for the most part ugly and lacking the symmetry, grace and simplicity of the true art. The tourist—and the Canadian public—have seen these articles and for want of something better have accepted them as examples of the "crude Canadian art." The genuine article can be obtained if the tourist is willing to look to the right places and to pay a high price, for these images of totem poles, usually in black slate but sometimes in wood, are the result of much labour and skilled workmanship—they are from the hands of artists. Small totem poles of this class cannot be produced by mass production. The old craftsmen are rapidly disappearing and their masterpieces are becoming scarce. Meanwhile through the "false" foreign product people have learnt to look upon Indian art as crude, and grotesque.

FRENCH CANADIAN HANDICRAFTS

To those, who have had the pleasure to travel through the province of Quebec and especially along the banks of the lower St. Lawrence, the memory of the French Canadian homespun must remain. Travelling through the sleepy villages of whitewashed houses visions of the past are awakened. Here still the hand loom is at work, the spinning wheel may be seen in operation and the result of the labour displayed in the glaring sun for sale. These homespunns are a product of old French Canada. They were not originally Canadian, coming from France, but the years of isolation from the mother country, the settling of Scotch and other soldiers along the banks of the mighty St. Lawrence, have produced designs and methods which are found only in Canada. For years the products of these people, all speaking the French tongue but many with the names of Murray, MacDonald and other Scottish clans, have attracted the tourist. Whether the tourist travels by motor, train or steamer he will find samples of homespun laid out for inspection. Along the fence of every homestead bordering the highways, homespun and catalogue rugs are spread proving conclusively their ability to withstand the fierces glare of the sun without losing their colour.

The Canadian homespun industry has been able to survive the competition of modern production. Credit must be tendered to the Canadian Handicrafts Guild, the railways and steamship companies, the Quebec Government and other organizations which have struggled for many years to preserve this native industry. Naturally the tendency of the habitant is to introduce more and more machinery and to buy wool ready for his loom instead of producing his own. Murray Bay, the centre of the industry, is an excellent sheep country and every effort should be made to persuade the farmer to produce his own wool. Canadian homespunns possess a charm of their own and a distinction that is lessened as machines are used in their manufacture. It does not take much foresight to realize that if modern machinery displaces the old hand methods, Canadian homespunns will lose all individuality and become absorbed in the woollen industry. Canada has a woollen industry of which she is justly proud, but the homespun industry is separate altogether and must be fostered alone.

Naturally against cold blooded commercial competition the true homespun workers are at a disadvantage as the labour raises the price of their articles. As a consequence there is a tendency for the workers to buy factory wool for their looms. This is to be regretted as factory made wool loses much of the charm of the native product.

Homespuns and especially those made entirely of native labour and material are of delicate shades. They are made up as blankets or in the piece, and a bedroom decorated in good taste with such materials could not be made more pleasing than if all the designers of Paris were to attempt to decorate it with costly silks.

The original homespuns were of a pale grey colour and of an extraordinary close texture. Made to withstand the winter's severest weather this cloth made excellent blanket coats. The French Canadian with his fine eye for artistic effect adorned these original blanket coats with red piped seams and epaulettes, and around his waist he wore a magnificent sash—the famous *ceinture flechée*. These traditional costumes have made an undying mark on the winter dress of young Canada. The colour may have changed to a navy blue and the sash degenerated to a simple knitted article, but the coat with its gay trimmings and “*capuchon*” hood is worn by nearly every child of Eastern Canada. There is no sight more picturesque than a number of youngsters, adorned in the costume of their grandfathers, sliding and playing in the snow. To the majority this coat may not convey any tradition, yet this is one costume which has withstood the vagaries of fashion and outside influence and Canada still dresses her children traditionally in its own “blanket coat.”

The *ceinture flechée*, common in town and country fifty years ago, have been relegated to the museums. These sashes are a source of wonder, for certain it is that they never came from France. The earliest were pure white but they developed an arrow head design and blue, green, red and yellow came to be incorporated in beautiful combinations. Some of the Indian sashes included bead work and whether the art is Indian or purely a product of French Canada is debatable. The making of the sash is both complicated and difficult and progress is extremely slow. They are braided and not woven. So closely are the strands braided together and the wool twisted to such a degree that the sash would probably hold water for several days. No longer are these beautiful sashes worn in town or country—their manufacture is almost extinct and they are looked upon as objects of extreme value. There are probably not more than two or three people living to-day who know the secret of this art and with their passing will be lost a rare art. Occasionally a sash may be seen in Quebec city, worn by one of the old cabbies which drive in their low sleighs the tourist through the ancient city.

Perhaps the most common handicraft known to Canadians and tourists are the hooked rugs of Eastern Canada. These rugs have proved an irresistible appeal to the tourist and of late years they have entered the home market to a much greater extent. Originally these rugs were made with beautiful floral designs brought from Old France. The Maritime Provinces were the real home of these rugs and here the floral designs still predominate. In the Province of Quebec, however, the habitant prefers to let his imagination dwell on landscapes, animals or birds and even to mechanical machines. Thus the designs vary from a simple country landscape to the artist's fantastic conception of a modern steamer. Most of these rugs have a beautiful blending of colour and the simplicity of design and thought have a charm of their own. It is when manufacturers' stock patterns are followed or when modern inventions are portrayed that the rug becomes undesirable. Hooked rugs were made hundreds of years ago in Europe; to-day they are made in the Maritime Provinces, Quebec and the New England States. They cannot then, be said to belong to Canada alone. However the landscape and farms of French Canada have an individuality and if such scenes were to be reproduced in the rugs there could be little doubt as to their origin. Already some of the artists produce rugs with characteristically native scenes, and it is these examples which are most appealing. Canadian Artists' Christmas cards have become well known and when the hooked rugs incorporate designs similar to these, they are a thing of rare beauty.

Another craft common throughout the Maritimes and Quebec is the making of patchwork quilts. This work is not of Canadian origin as it is carried out in numerous parts of the world and was known to the Egyptians as early as 900 B.C. In Canada it no doubt sprung from the necessity of the early settlers to keep and utilize every scrap of cloth. Odds and ends were cut into shapes, the colour and texture considered in regard to a pattern and the whole sewn together to form a quilt. To-day these are made with new cloths and fine examples have come from Eastern Canada. The character of the work admits of a wide variety of patterns and pleasing colour effects.

Apart from the hooked rugs the "catalogue rug" is another type of work typically French Canadian. It is made similar to double face weaving with the warp and weft made of thread and different coloured rags sewn together to form additional weft or cross strands. These rugs often made in long runners are a tribute to the French Canadian sense of colour harmony. The colours are usually blended in cross strips but sometimes there is a check running through the colours. This type of work makes ideal bath mats or hall carpets for summer cottages.

Wood carving is an industry long established in Québec. In 1669 Mgr. de Laval founded a school of architecture and sculpture at Cap Tourmente. From this school came the great carvers and architects of French Canada. To-day this school is on the verge of disappearing but there are still survivors in Eastern Canada whose talent and craft is the direct outcome of its foundation. The art of this school was confined almost exclusively to ecclesiastical subjects such as statues, altars and church decorations. It has been judged to be the equal of any other such work from anywhere else in the world.

To-day there is little carving carried out in Quebec, though several well known foreign artists have come there and it is hoped that their art will be adapted to Canada and will help to stimulate the flagging interest. There seems to be a fairly good market for small wooden statues in Canada, but a number of these are imported while some are the work of foreign and British workers resident in the Dominion.

In conclusion it seems that much greater use could be made of Canadian aboriginal Indian art as a basis of study to produce commercial designs which are distinctively Canadian, particularly in view of the fact that it does not seem likely that any revival of the art is possible among the Indian tribes. On the other hand the homespun industry is already established and it remains to be protected from contamination and mechanization. The products are becoming recognized as Canadian and for this reason they have an added appeal to the tourist.

THE SENATE OF CANADA



PROCEEDINGS

OF THE

SPECIAL COMMITTEE

ON

TOURIST TRAFFIC

No. 5

The Honourable W. H. Dennis, Chairman

WITNESSES:

- Mr. Hector Charlesworth, Chairman, Canadian Radio Broadcasting Commission.
- Mr. George E. Graham, Kentville, N.S., General Manager, Dominion Atlantic Railway.
- Mr. H. A. McCallum, Ottawa, General Tourist Bureau, National Parks Branch, Department of the Interior.
- Mr. R. J. C. Stead, Ottawa, Director of Publicity, Department of Immigration and Colonization.
- Mr. F. H. Peters, Ottawa, Surveyor General of Canada, Department of the Interior.
- Mr. F. W. Baldwin, M.L.A., Baddeck, N.S.
- The Honourable Senator McLennan.
- Mr. R. U. Parker, New York City, Passenger Traffic Manager, Eastern Steamship Lines, Incorporated.

OTTAWA

J. O. PATENAUDE

PRINTER TO THE KING'S MOST EXCELLENT MAJESTY

1934

ORDER OF REFERENCE

*Extract from the Minutes of the Proceedings of the Senate for the 26th April,
1934*

Ordered, That a Special Committee be appointed to consider the immense possibilities of the tourist traffic, to inquire as to the means adopted by the Government looking to its encouragement and expansion, and to report to this House.

MEMBERS OF THE COMMITTEE

The Honourable Senators: W. A. Buchanan, W. H. Dennis, W. E. Foster, P.C., R. F. Green, H. C. Hocken, R. B. Horner, C. MacArthur, and G. Parent.

BRIEFS:

From Canadian Automobile Association, Toronto, Ontario.

From Mr. A. C. Lewis, Land of Evangeline Tourist Association.

From Mr. T. G. Hopkins, Glace Bay, N.S.

From The Central Bureau in Canada, Toronto, British Empire Reference Series.

MINUTES OF EVIDENCE

THE SENATE,

THURSDAY, May 17, 1934.

The Special Committee on Tourist Traffic resumed this day at 10.30 o'clock a.m.

Hon. Mr. Dennis in the Chair.

The CHAIRMAN: Honourable gentlemen, I present for the information of the Committee the following:

A communication from T. G. Hopkins, of Glace Bay, Nova Scotia; a memorandum "System of National Publicity" presented by the Central Bureau of the British Empire Reference Series, per Ernest Heaton, Toronto; a communication from W. G. Robertson, Secretary-Treasurer of the Canadian Automobile Association, Toronto; and the annual report of the Victoria and Island Publicity Bureau, Victoria, British Columbia, with covering letter.

Mr. Hector Charlesworth, Chairman of the Radio Commission, has kindly consented to come here this morning and give us information with respect to the work of the Radio Commission. We will be happy to hear from him now.

Mr. HECTOR W. CHARLESWORTH, Chairman of the Canadian Radio Commission: Mr. Chairman and honourable gentlemen, I do not know whether this Committee is aware or whether the country is aware that for some months, in fact since last winter, the Canadian Radio Commission has been using its staff and its network and its connections in the United States to promote tourist development in Canada—not merely to interest people of the United States in our tourist possibilities, but also in pursuance of our general policy to interest different parts of Canada in other parts of Canada.

We started this work in the summer of 1933. I recall that the Honourable Mr. Murphy, Minister of the Interior—possibly at the instance of Mr. Campbell, who is with us this morning—then wrote drawing my attention to the fact that since we had got organized on Canadian programs a great deal of interest was being taken in them by people in the Northwestern States, which is a field of development for tourist traffic to our National Parks in the west.

The matter was taken up by us, and my colleague, the Vice-Chairman, Mr. Thomas Maher, who is the member of the Commission directly responsible for the budget of our networks, took an interest in the matter. We had already established very friendly relations with the National Broadcasting Company of the United States, and had arranged for a series of international programs originating from New York, called "Hands Across the Border." The National Broadcasting Company agreed to include in that program, which went to all parts of Canada and the United States, a series of short addresses, interlarded in the musical program, about various sections of the Dominion, especially our National Parks.

That program was prepared by Mr. Campbell and was broadcast from New York in conjunction with the program by Mr. Milton Cross, one of the famous broadcasters of America. I do not think it is worth while reading the texts of these particular broadcasts, but I am willing to leave with the Committee copies of this material.

The CHAIRMAN: We should like to have an opportunity to study those broadcasts.

Mr. CHARLESWORTH: I will leave this correspondence with you, to be returned to us later.

The CHAIRMAN: Thank you.

Mr. CHARLESWORTH: In September 1933 a representative of the National Broadcasting Company came to Ottawa to secure a contract from the Dominion Government to advertise the tourist attractions of Canada in the United States. I understand the Department of Trade and Commerce was approached, but they did not have a vote set aside to pay for such a broadcast, and it would have been rather expensive. We were willing to co-operate by way of preparing the program.

A little later the program department of our Commission met the representatives of the National Broadcasting Company in New York, and some discussion took place with regard to Canada's tourist attractions. In January, 1934, came the first announcement in the National Broadcasting Company's program "Hands Across the Border" of the attractions for tourists to be found in Canada. Samples of these announcements are available for the Committee.

These little sketches were prepared, as I have said, by the National Parks Branch of the Department of the Interior and news contact was maintained by the Publicity Branch of the National Parks Department. These were heard weekly on National networks in both Canada and the United States through the months of January, February and March without charge to any Canadian body.

Last October we started a program of our own, not exclusively with a view to stimulating the tourist business, although we had that in mind, but rather to interest the various parts of Canada in other sections. For instance, to interest the Maritime Provinces in the history of the West, and the West in the history of the Eastern Provinces, and so on. We organized that program pretty thoroughly through Mr. Arthur Dupont, our director of eastern network, and Mr. Rupert Caplan, who is a very able man in connection with the dramatic broadcasts, and runs our Theatre Guild programs from Montreal. Again we had the co-operation of the National Parks Branch and the Dominion Archives and the Musical Department of the Canadian Pacific Railway and the musicians under contract to ourselves, and we built up a series of programs. These are still running.

Now we are working on another series. This program, I may say, is really educational. It is of an hour's duration and contains music of the better types and a short description in vivid language of a definite part of a given province, the dramatization of incidents in the early history of the district, and music characteristic of the district so far as possible. For instance, for the Maritime Provinces we have used the old Hebridean music which is still to be found in certain sections, especially around Pictou. We also endeavour to interest Canada itself in the local basic industry of the section of the Dominion with which we happen to be dealing in the particular broadcast.

An account of a few descriptions and incidents is attached. I have here the continuities, which you can study. They do not relate to the present series but to the series used earlier.

This program presents in an hour the historical background, the evidences of culture and of industrial achievement, the tourist attractions, and so on to be found in a given district.

The CHAIRMAN: Over how many stations do you broadcast that program?

Mr. CHARLESWORTH: It is broadcast over the entire eastern network of the United States. I cannot give you the number of stations. Of course, it is broadcast over our own Canadian network, which covers every province.

The first of these programs was put on the air in Canada on February 6th and was continued until March 29th. It was not until then that the National Broadcasting Company began to include them and replaced the earlier pro-

gram of "Hands Across the Border" by our own originating program "Parade of the Provinces."

I have received a telegram from Mr. Caplan, who has been in charge of building up these broadcasts, and he said he has collected from the various sources I have named, the Archives and so on, sufficient material to broadcast almost indefinitely without repetition. I do not know whether the people of Canada as a whole are fully aware of the immense amount of interesting material that is available.

The CHAIRMAN: What response are you getting from those broadcasts?

Mr. CHARLESWORTH: Well, we do not collect fan mail ourselves, but we hear of it all the time. The stations get letters. Usually the letters that reach me are in reference to something about some singer that catches the fancy of an individual. We use very good singers, and an orchestra of twenty-two pieces under a real showman named Jerry Shea of Montreal. He is not a symphonic interpreter, but a real excellent showman.

The value of this program from the Canadian standpoint is that it brings into the homes from which tourists may come something of the advantages to be found in Canada. I was in New York on Wednesday of last week, and in discussion with Mr. Woodman, who holds the position of what they call Traffic Manager on the National network, he said our programs were of intense interest. Perhaps this is owing to the fact that there are very large numbers of Canadians in the United States. But they are listened to also by a great many Americans who like the way our show is put up.

Our aim is first of all to give the listener a really good show, and then, as far as the educational and tourist aspects of the broadcast are concerned, to sugar coat the pill. We feature in turn every province of the Canadian Confederation. Latterly we have been taking it up in a somewhat different way. The other night we had a broadcast on the St. Lawrence river—the historical association of the St. Lawrence river, and what it meant. We will be dealing with the epic of western exploration, and occasionally we have used a dramatized episode of something in the history of the Mounted Police. We allowed the London Life, in a broadcast it had, to use one of our sketches which dealt with the bringing of the hostile Canadian Indians out of Canada into the West, and establishing them as peaceable people. We also had a dramatization of the episode of the discovery of gold at Rossland. In fact, the field is more or less illimitable when you make a study of the history of Canada during the past hundred years.

The dramatizations, of which I am going to leave some copies with you, were written by a Mr. Van Lusil of Montreal, an experienced man in putting together broadcasts. We use about eight to ten interpreters on each program, with an orchestra of twenty-two pieces. Between musical interludes we have little playlets. We usually start first with a dramatization of an historical event or legend relating to the district; then we have a dramatization of some particular industrial accomplishment, and finally, an announcement of the natural resources of a particular district, with an invitation to would-be tourists to visit the scenic points. We expect this program will continue through the summer.

We are considering dealing with certain things that are happening this year—the Toronto Centennial; the Tercentenary festivities at Three Rivers; the biggest thing that is going to happen in Canada, the four hundredth anniversary of the arrival of Jacques Cartier at Gaspé. To-night, May 17, if I mistake not, Manitoba is being dealt with in that way; next week we deal with New Brunswick; then with Alberta; then we take a part of Ontario, and then we will deal with something in connection with Quebec. Then on June 28—

The CHAIRMAN: You are not passing over Prince Edward Island and Nova Scotia?

Mr. CHARLESWORTH: No. Nova Scotia is on the list, and in fact one of our earliest broadcasts of this series, last winter, dealt with Prince Edward Island, which has a most interesting history. That was widely applauded.

On July 12—I don't know whether it is a suitable date or not—we are going to broadcast the Jacques Cartier celebration.

Hon. Mr. MACARTHUR: What was the feature in regard to Prince Edward Island on that occasion?

Mr. CHARLESWORTH: I cannot tell you.

Hon. Mr. MACARTHUR: What was it in connection with?

Mr. CHARLESWORTH: They brought in the fox farms and something of the early history of the province. I didn't happen to hear it myself—I have a great many other things to attend to—but I got some telegrams of congratulation about that particular broadcast.

We are going to touch on the Yukon; we are going to be back on Prince Edward Island again, and we are going to deal with Nova Scotia August 2. That date may be changed. We are going to carry this on until practically the end of the tourist season—that is if our arrangement with the National Broadcasting Company holds, and I think it will, because, as I say, we sugar coat the pill so that people are interested in the program itself—people who perhaps would not have the means to come to Canada, but who nevertheless are interested.

Hon. Mr. HORNER: You are not forgetting Saskatchewan?

Mr. CHARLESWORTH: Oh, no. We won't forget Saskatchewan, Senator Horner. As I say, the material is unlimited.

Now, gentlemen, I do not know whether there is anything more I can tell you. I am going to leave with you a file of correspondence and so on, and some continuities.

The CHAIRMAN: Mr. Charlesworth, this Committee was appointed to consider the immense possibilities of the tourist traffic and to inquire as to the means adopted by the Government looking to its encouragement and expansion. Have you any recommendations to make as to the encouragement and expansion of the tourist business?

Mr. CHARLESWORTH: This arrangement that we have with the N.B.C. will not last forever, of course.

The CHAIRMAN: Is there no reciprocal arrangement at the present time?

Mr. CHARLESWORTH: We give this program to them. The "Hands Across the Border" was originated at New York. The program we give them is an expensive one and is used by them not merely as a gesture of goodwill but because it is a program of great interest to their listeners in the United States. We may be able to continue that policy, but naturally they are looking for new features all the time. We have the thing arranged for this summer, but I do not know whether we will be able to make as good an arrangement next summer. So far as the expansion of the tourist business is concerned, as you know, Mr. Chairman, I took an interest in that in the old days when I was an editor and a writer. I went to your province in connection with that matter.

The CHAIRMAN: And you did a fine job.

Mr. CHARLESWORTH: If you could get some really good articles, not merely tourist advertising, but good descriptive articles circulated in the United States, articles that will cause people to become deeply interested in certain parts of Canada and say "We are going to holiday there this summer," there should be some good results. I think the press is always a most helpful factor in matters like these.

The CHAIRMAN: It is hardly fair to expect the press to give effective publicity year after year without charge, any more than the broadcasting companies can be expected to give their services free. It was stated yesterday that this tourist industry, with proper development, should bring in \$500,000,000 within five years. Do you think that can be developed by a series of feature articles?

Mr. CHARLESWORTH: No. I am just outlining something that I think would be a contribution towards that.

Hon. Mr. HOCKEN: Do you think it is within our financial competence to make arrangements for tourist publicity with the N.B.C.?

Mr. CHARLESWORTH: It just depends on what kind of a deal you want to make. If you had a full hour such as we are giving now, it would be a very costly matter on a pay basis. We are always willing to co-operate in the matter of securing artists and organizing programs. I think possibly the N.B.C. might be willing to give a reasonable rate in the future.

The CHAIRMAN: With a view to stimulating the tourist traffic this summer, and taking into consideration the fact that the Chicago Fair is continuing, do you not think it would be wise to consider a spot radio campaign, consisting of a fifteen or twenty minute program, once a week for June, July and August?

Mr. CHARLESWORTH: I think that might be a very good thing.

The CHAIRMAN: Do you think that could be worked out by your Commission?

Mr. CHARLESWORTH: Yes. You would have to decide what you wanted. I would be in favour of seeing what could be done with both networks. Besides the N.B.C. there is the Columbia Broadcasting System, which covers certain territory that the N.B.C. does not reach. We would be willing to help you out if you decided what you wanted. Our staff are pretty expert on the matter of spot announcements. We are in constant touch with New York, with both networks, and if you decided to make an appropriation for that purpose we would give you all the help we could.

The CHAIRMAN: It seems to me from the evidence we have heard, that we must give consideration to that. I am sure I voice the wishes of the Committee when I say we would like you to prepare a memorandum, and let us have it by Saturday, as to the cost of spot programs across the United States for June, July and August.

Hon. Mr. HOCKEN: What do you mean by spot programs?

The CHAIRMAN: Brief programs at certain points, like New York and other big centres.

Mr. CHARLESWORTH: I am afraid I would have to communicate with New York. All our dealing with the United States have been on a purely exchange basis; we have never discussed charges or costs at all. I do not know what it could be done for, but I could have both networks send men to Ottawa to meet this Committee and give figures.

The CHAIRMAN: No, we do not want to do that. We want to work in the closest possible co-operation with the various departments and services in Ottawa, and we would rather have a recommendation from you. We do not want a big project for this year, but something small and reasonable that will appeal to the Government.

Mr. CHARLESWORTH: I can get in touch by long distance telephone with both organizations in New York this afternoon and ask them to let me know the approximate cost of, say, a five-minute spot program.

The CHAIRMAN: I would say five, ten and fifteen minutes, but not more than fifteen minutes. There are certain centres that we must concentrate on.

Mr. Chisholm, of the Department of Trade and Commerce, mentioned yesterday that negotiations had been in progress for some time with regard to a suggestion of having three programs sponsored by the Government and fifteen or twenty programs by outside interests, each program to last thirty minutes. But I am afraid it is too late in the season to consider that, and that in any event the cost would be too great. If we had some recommendation before us from the Radio Commission, which we could present to the Government, it would be very helpful. Therefore, on behalf of the Committee I am asking if you can let us have by Saturday an outline of a spot program, an estimate of the cost and also an estimate of the coverage.

Mr. CHARLESWORTH: I will communicate with New York this afternoon.

Hon. Mr. MacARTHUR: Have you ample facilities for availing yourself of the vast amount of interesting material in Canada? Are you crippled or hampered in any way through lack of staff or money?

Mr. CHARLESWORTH: We are always short of money, but we have been using our regular program appropriation to develop this type of program. Of course we have had to economize a good deal, for it is a very difficult matter to provide thirty-five hours of programs every week across a large territory like Canada. The more money we have the more we can do, naturally.

Hon. Mr. MacARTHUR: If you had a little more money you could do a lot to stimulate the tourist industry, do you think?

Mr. CHARLESWORTH: I think we could, yes.

Hon. Mr. HOCKEN: But you can, without any very great additional expense, take care of the interprovincial tourist trade, can you not?

Mr. CHARLESWORTH: Oh yes, we can take care of that, so far as Canada is concerned.

The CHAIRMAN: Mr. Charlesworth, in your memorandum will you also kindly let us have suggestions regarding the development from a broadcasting standpoint of the interprovincial tourist traffic? We have had in mind the possibility of a prominent man from Ontario or Quebec, for instance, going to the Maritime Provinces and describing Ontario and Quebec; and a man from the Maritime Provinces coming to Quebec and Ontario and describing the East. Could such a plan as that be worked out this summer to develop greater travel between the various provinces?

Mr. CHARLESWORTH: I think perhaps it could. It might be worked out in the way that it was when I went down to the Maritime Provinces six or seven years ago. There are certain very able writers scattered throughout the country. If a Nova Scotia writer were taken to the Rockies or to the national parks of Saskatchewan, Manitoba and Alberta, he might be able to produce articles that would be very helpful. But seeing the Trans-Canada Highway is not yet completed I do not know whether there will be much interchange between the West and the East this summer.

The CHAIRMAN: But there certainly will be an interchange between Ontario and Quebec and the Maritime Provinces, and between the various Western provinces.

Mr. CHARLESWORTH: Yes.

The CHAIRMAN: I am sure it would be of very great assistance if we could have an outstanding man from the different provinces give an address over the radio, once or twice a week during the summer months, with an idea of making our people more Canada-conscious.

Mr. CHARLESWORTH: The principal item is wire charges, but we have that down pretty fine now.

The CHAIRMAN: You will take that into consideration?

Mr. CHARLESWORTH: Yes.

The CHAIRMAN: Mr. Charlesworth, the members of this Committee are impressed with the very effective work of the Parks Department under Mr. Harkin and Mr. Campbell, and also with what has been accomplished by Mr. Chisholm of the Department of Trade and Commerce, the representative of the Moving Picture Bureau and by your Commission. You are all doing a fine constructive piece of work. We should like, however, to have your views on the advisability of co-ordinating all these efforts under one head and so eliminating overlapping.

Mr. CHARLESWORTH: Do you mean a Federal tourist bureau to co-operate with the tourist bureaus of the provinces?

The CHAIRMAN: Yes, and the departments here in Ottawa.

Mr. CHARLESWORTH: I think it might be an excellent idea.

The CHAIRMAN: You think it could be made helpful under the direction of a capable man?

Mr. CHARLESWORTH: Yes. There are well-established tourist bureaus in a number of the provinces. You have one in your own province, and in New Brunswick Mr. Dolan is very active in tourist bureau work. I do not know whether all the provinces have tourist bureaus, but I know Quebec has.

The CHAIRMAN: Yes, there is a tourist bureau in every province.

Mr. CHARLESWORTH: A Federal bureau co-ordinating the work of all those bureaus and the work of the various Federal departments here might be a capital idea.

Hon. Mr. McLENNAN: Mr. Charlesworth, you talk of dramatizations of historic incidents. Does that mean you put on a little play?

Mr. CHARLESWORTH: A playlet—the dramatization of an episode. At the present time we are using a group of actors that we have built up at Montreal, and they are very competent.

Hon. Mr. GREEN: I take it, Mr. Charlesworth, that you understand the inquiry you are to make this afternoon is for the Broadcasting Commission and not for the Government?

Mr. CHARLESWORTH: I understand what you mean.

Hon. Mr. GREEN: The cost quotation might be very different if it was thought that the Government was directly concerned.

Mr. CHARLESWORTH: Yes. There is one point that strikes me in that connection. As I say, we have made arrangements with the N.B.C. to get a good deal for nothing during the next two months. This would be something separate and distinct?

The CHAIRMAN: This Tourist Committee may ask you to do something extra. That is all.

Mr. CHARLESWORTH: Yes. But the wire is to come from myself, not from the Committee?

The CHAIRMAN: For your own protection in case you are asked to do this, for the impression must not go out that a lot of money will be spent; there won't be.

Will you, Mr. Charlesworth, tell us us briefly what are your most powerful stations?

Mr. CHARLESWORTH: The most powerful stations on our network—there are stations on which we rent time—are at Winnipeg and Calgary. The Manitoba Government station is CKY at Winnipeg. The Calgary station can run as high as 1,000 watts. The Winnipeg station which is operated by the Telephone Commission of Manitoba, is preparing to run as high as 15,000 watts.

Of course, in comparison with some of the United States stations those are small, but they have a good coverage. At Toronto we lease a station of 5,000 watts. It is not as powerful as CFRB, the privately-owned station, of 10,000 watts. We have station CRCM at Montreal of about 5,000 watts. The La Presse station, the most powerful of Montreal, is about 10,000 watts. Neither of those two powerful stations carry our programs, but their time is for sale for advertising purposes.

The CHAIRMAN: They are privately-owned stations.

Mr. CHARLESWORTH: Yes.

The CHAIRMAN: But they do not carry the Radio Commission programs?

Mr. CHARLESWORTH: No, our outlets at Toronto and Montreal are stations run by ourselves.

Hon. Mr. MACARTHUR: Is there a new station at Moncton to take the place of the old C.N.R.?

Mr. CHARLESWORTH: We are trying to straighten out the various applications. There are eleven down there.

The CHAIRMAN: Early in June, Mr. Charlesworth, there is a unique event in Nova Scotia, the Annapolis Valley Apple Blossom Festival. This festival is well organized by the local people and is a credit not only to the Maritime Provinces but to Canada as a whole. I hope you will give consideration to it.

Mr. CHARLESWORTH: Yes, we have it under consideration. A letter reached me yesterday with reference to it.

The CHAIRMAN: I am speaking only as a representative of Nova Scotia. No doubt other members will call your attention to events in their respective provinces. For instance, there are historic celebrations at Three Rivers, Gaspé and Toronto.

Mr. CHARLESWORTH: Is it an event proper for broadcasting?

The CHAIRMAN: Yes. If you will have a few minutes' conversation with Mr. Graham, of Kentville, I am sure he will convince you of the practicability of broadcasting the apple blossom festival.

Mr. CHARLESWORTH: A week to-day, the 24th of May, they are having a big centennial celebration at Toronto, but it is of the nature of a street parade, and cannot very well be broadcast.

Mr. GRAHAM (*of Kentville*): We have already arranged to broadcast the festival from WOR. It is not so much a matter of broadcasting during the time of the festival as prior to it. I think Mr. Charlesworth could very well introduce something on that. We should be very pleased to give him the material.

Mr. CHARLESWORTH: It could be introduced in connection with one of our ordinary programs.

The CHAIRMAN: A description of Apple Blossom Sunday in the Annapolis Valley would certainly be of tremendous interest to every former resident of the Maritime Provinces. If you could get a good speaker to describe the Valley on Apple Blossom Sunday I think it would be very popular right across Canada with all persons hailing from the Maritimes. I would suggest that your Commission give it consideration.

Mr. CHARLESWORTH: Yes, Mr. Chairman.

The CHAIRMAN: Anything further, gentlemen. Thank you, Mr. Charlesworth for coming here this morning.

Mr. CHARLESWORTH: I will leave this material with the secretary. After your Committee has studied it no doubt it will be returned to me.

The CHAIRMAN: Yes.

The CHAIRMAN: I have much pleasure in introducing Mr. George E. Graham, General Manager of the Dominion Atlantic Railway, of Kentville, who has for many years been a pioneer in the tourist development work of the Maritime Provinces. Mr. Graham is a distinguished Canadian, and I know he will give us valuable information.

Mr. GEORGE E. GRAHAM: Mr. Chairman and members of the Committee: The senator from Halifax is to be most highly commended for his initiative in focusing public attention so clearly and so directly upon this very important question. No question in recent years has aroused such widespread and intelligent interest throughout the whole country as has the work of your august body so far.

The Committee has been well selected; it has a very important duty to perform, and its success will not be determined so much by the changes and improvements it puts into effect—for they are bound to be of a high order—as by the follow-up and continuity of effort.

We find in our work that, as has been stated here, it is not so much the regulations that you put into effect as your method of follow-up afterwards that counts.

The tourist business is rightly recognized as one of our country's most important assets. It is a cash business, with no long tedious waits for deferred or reduced payment. It puts money into immediate circulation in all lines of endeavour, not excepting the newspapers or the churches, and has a very important bearing upon our national prosperity.

There is no class of business more capable of being expanded than the tourist traffic, and under proper leadership it has no limit. The whole of Canada will benefit by concerted action in promoting a greater influx of visitors from without our borders. We must, however, make the attractions of the different sections of the Dominion more widely known to our people, in order to bring about greater interprovincial travel, to our mutual advantage. There is a lamentable lack of knowledge of the beauties of the Maritimes in other parts of Canada, even though the leading men in all walks of life and in all sections of the country are from the Eastern Provinces. The Maritimer is a poor booster of his own province.

The CHAIRMAN: I will not admit that, as regards myself, sir.

Mr. GRAHAM: Now, as representing the Dominion Atlantic Railway, in the province of Nova Scotia, it may be in order to make some brief reference to the following features. We advertise extensively throughout New England, south to Washington, and west to Pittsburgh, through newspapers, magazines, lecture bureaus, films, etc. Just now, as was stated during Mr. Charlesworth's address, we are working on the Apple Blossom Festival, which takes place from June 1 to 4, and, as was stated, are getting some satisfactory broadcasts over WOR and through other sections of New England.

As far as our climate is concerned, it is ideal, with much sunshine, tempered with refreshing breezes from our sea-girt coasts.

The CHAIRMAN: I am glad you mentioned that. Senator Horner took exception to the excessive heat of the Maritime Provinces in summer.

Mr. GRAHAM: Our history has a very romantic appeal, as have also our traditions. Canadian history, as you are well aware, had its beginnings in our province. Much has already been done to exploit our historic tourist attractions, but the effort has been largely of individual and not of group or centralized interest. Grand Pré Memorial Park, at Grand Pré, and Fort Anne, at Annapolis Royal, are examples of the widespread interest that can be created in our historic sites. When we purchased the Grand Pré Park property a few years ago it was being used as a cow pasture. Now, by slow process of development, it has

become a place of much beauty and of continental interest. Fort Anne, at Annapolis Royal, under the late Mr. Fortier, was developed and enlarged until to-day it possesses the finest collection of Acadian and other relics to be found anywhere.

Thousands of people visit these two points each year. The actual registration during the tourist season for the past five years is as follows:—

	Grand Pré	Annapolis Royal
1929..	15,787	13,184
1930..	18,661	12,061
1931..	17,539	11,539
1932..	14,697	9,176
1933..	12,604	7,130

Tourists come to us from every state in the Union, and from all quarters of the globe.

The time is now opportune, in our opinion, to mark to a greater extent our heritage of historic fields of the past. This can best be done by the establishment of National Parks. Cape Breton, Western and Central Nova Scotia should each have a National Park to preserve for all time the wild life of those sections, and each carries its own appeal of historic significance. Cape Breton—marking the discovery of America; Louisburg, the highlands and lakes redolent of Scotland. Western Nova Scotia, with Yarmouth and its runic stone where the Norsemen visited our shores. The great hunting and fishing zone adjacent to the already established game sanctuary. Blomidon, in the centre of the province, with its wonderful location 600 feet above sea level, from Cape Split to the “Lookoff,” on the North Mountain, overlooking the famed fruitful valleys, offers a magnificent site. Blomidon has the Bay of Fundy on one side and Minas Basin, with its picturesque scenery on the other. High cliffs of colourful sandstone, with sandy bathing beaches at their base, and amethyst cove, where amethyst crystals may be gathered at will, all go to make a splendid setting for a National Park. A National Park here would be redolent of “Glooscap,” the Indian legend, of the early struggle for supremacy between the French and the English in the near-by battle-fields of Grand Pré and Annapolis Royal.

The establishment of such monuments to mark our historic sites would at once co-ordinate national, provincial and municipal effort in harmony that would have excellent results, in adding to the attractions of our province for visiting tourists.

While our main highways are in excellent condition, some adequate means of controlling the dust nuisance must be provided, or a hard-surfacing program covering a period of years inaugurated. It is to be hoped this means of inducing more tourists to visit our province will be provided by federal aid to permit immediate action in that direction. That this is of utmost importance is recorded each season by visiting tourists who praise our scenic and other attractions, but complain in no uncertain terms of our dusty roads. Many state definitely they will not return until this condition is remedied.

Our hotels and other resorts throughout the province are well fitted to provide excellent service for many more thousands of visitors than we at present enjoy. The use of fresh fruits and vegetables, abundance of sea-foods of all kinds, offer an attractive menu at all times.

Our forests with myriad lakes and streams afford splendid hunting and fishing. The preservation of wild life in game sanctuaries, and stocking of inland waters with trout and salmon fry from fish-rearing ponds will ensure this attraction for generations to come.

Each tourist centre has its golf course. Most of these are 18-hole courses, and kept in splendid condition. Tennis, scenic drives, swimming in salt water,

healthful hikes, together with all forms of outdoor attractions are available everywhere.

The transportation interests have for many years past provided the chief advertising medium for all our attractions. This has, in later years, been augmented by hotel, tourist associations and private interests. The railways and steamship companies co-operate to provide adequate facilities to transport visitors from the urban centres of the United States and Canada.

Nova Scotia is most accessible. New England with its millions is only an overnight journey. The Eastern States offer untold possibilities for furnishing an immense revenue from the stream of visitors that could be directed to our shores. Within Canada we should more strongly stress travel East and West to offset the summer trend southward, which has had the effect of reducing the number of visitors to our Maritime resorts.

While our customs regulations are not irksome, and no passport is needed for United States visitors, yet much could be done to facilitate the entry of visitors to Canada as to induce them to come again. Canadian customs officers are noted for their courtesy, which is a real asset. Returning United States citizens may take back with them goods to the value of \$100, free of duty. Surely this is worthy of consideration by our merchants.

It would seem advisable that a federal non-political organization should be set up to co-ordinate provincial and other tourist activities in order to ensure continuity of service and prevent overlapping of expenditures. This would embrace provincial government, railways and steamship lines, hotels, tourist associations and other individual efforts to attract tourists. Advertising on a national scale should include: radio broadcasting, news reel distribution, illustrated lecture tours, newspapers and magazines, large display maps at strategic points in the United States, develop new fields within Canada, and to widen the scope of our advertising in order to bring tourists in greater numbers from the United Kingdom, Bermuda and the West Indies.

Competition is and will be increasingly keen. Florida has enjoyed a splendid winter tourist business. Maine is spending \$50,000 this year and planning a campaign to raise \$250,000 for advertising her resorts in 1935. From this investment, representative of all interests, it is expected a return of \$500,000,000 may be looked for. We must meet this challenge if we are to secure our proper share of tourist returns. To sum up, we should: co-ordinate all our services; advertise nationally and internationally; assure visitors of courteous service at all times; standardize rates and charges; prevent attempts at undue profiteering; develop new fields in and out of Canada; promote East and West movement within Canada; provide National Parks in provinces where not already established; work for uniformity of highway and road signs, and for liberal and uniform liquor laws, and establish for our visitors service beyond the dollar. If this is done the possibilities in promoting tourist traffic for Canada and its resulting benefits to each and every citizen are virtually without limit.

Hon. Mr. MACARTHUR: You spoke of \$500,000,000 of a return being looked for. Where is that?

Mr. GRAHAM: Maine.

Hon. Mr. MACARTHUR: On an expenditure of from \$50,000 to \$250,000 that is a pretty good return.

Mr. GRAHAM: I think Maine is possibly the most active state in the Union in that respect, and that has largely been brought about by the Rickers, at Poland Springs, where the water is found.

The CHAIRMAN: You mentioned an Advisory Council taking in the various interests—the provinces, the transportation companies, and others. We have

had many suggestions regarding an Advisory Council. Personally, I am giving serious thought to that, and I know all the members of the Committee are. We do not want a body that will be too unwieldy. I should like to have your views. It is essential to have the various departments and services in Ottawa—Mr. Harkin, Mr. Campbell, Mr. Charlesworth, the Moving Picture Bureau, and so forth; but for an outside contact, what would your view be of confining it to the publicity departments and the tourist bureaus of the various provinces and the Canadian Association of Tourist and Publicity Bureaus? That covers practically every line. The steamship companies and the railway companies are represented, and practically every organization. For instance, the Honorary President is Mr. Justice Arsenault, and British Columbia, Quebec, Ontario, Winnipeg, New Brunswick, Vancouver and Nova Scotia are all represented. The representatives are from Charlottetown, Quebec, Montreal, and all over Canada. They represent practically every line of endeavour. Would **you favour the executives** of the departments in Ottawa and the services in Ottawa and the provincial government departments, and then this Canadian Association of Tourist and Publicity Bureaus, rather than trying to get a representative of every line? In this Canadian Association of tourist and publicity bureaus are men who are vitally interested in tourist and publicity work, and who have made a close study of it. Here is a letterhead of the association showing the set-up.

Mr. GRAHAM: Mr. Chairman, the fact that there are a lot of names connected with the organization does not spell success. I think you will admit that so far there has been no effort at co-ordination of tourist or publicity bureaus. They have grown up like mushrooms here and there all over the country, with the result that a great deal of the publicity output is thrown in the waste basket. If your committee, or a committee growing out of this committee, can secure the necessary authority to effect an intelligent co-ordination of all those tourist agencies, much more money could be saved in advertising than would pay for whatever expense you would be put to. I would respectfully suggest that your committee be a small one and flexible, so that it can go places and do things.

The CHAIRMAN: You are referring to the committee that we may recommend?

Mr. GRAHAM: Yes.

The CHAIRMAN: I just wanted to get your opinion as to trying to get into this national organization every possible interest, and as to whether you thought we should co-operate with the one organization, the Canadian Association of Tourist and Publicity Bureaus. That Association has been recommended to us as the one organization in Canada that covers every phase of the tourist industry.

Mr. GRAHAM: This to my mind would be the proper method to adopt, if this is an active organization.

The CHAIRMAN: It is.

Mr. GRAHAM: And if it is getting results. If it is alive and getting results, possibly you might work through them. But I believe you would get better results from a committee of your own selection.

Hon. Mr. HOCKEN: Mr. Graham, what would you say about the appointment of a minister of tourist traffic?

Mr. GRAHAM: I do not believe, Senator Hocken, that you require a minister of tourist traffic, because you will at once be met with the criticism that there are more officers than privates in the Government. Our observation is that the tourist development work should be tied up to one of the departments.

Hon. Mr. HORNER: Mr. Graham, it has been suggested by previous witnesses that Canada has not been receiving the benefits that it should receive, because the different railways and various provinces advertise their own tourist attractions from what might be termed selfish motives, and that a distinctly federal tourist bureau would receive more favourable attention in countries from which we were trying to attract tourists. What is your opinion of that?

Mr. GRAHAM: I think a federal bureau, properly organized and conducted, would supplement whatever efforts are being put forth by other organizations. But you would never get organizations that are now advertising to discontinue their work.

Hon. Mr. HORNER: No, I am not suggesting that. But the assistance of a distinctly federal organization would be of great value, would it not?

Mr. GRAHAM: Surely, because it would indicate to the people with whom or through whom you advertise that the country had at last awakened to the great possibilities of the tourist trade.

The CHAIRMAN: The organization that has been suggested to the committee would be one to talk Canada and sell Canada and co-operate with the provinces. The idea is to have a parent organization, to take the national viewpoint in co-operation with the provinces, and it would be hoped that the provinces would carry on a more aggressive campaign in their own behalf than they have to date.

Mr. GRAHAM: Not only that, but a federal organization would investigate and open up new fields. Your committee would be national, and would concern itself with anything of a national character, like broadcasting, news reels, films, lecture tours, and so on.

The CHAIRMAN: It has been suggested that a permanent committee of Parliament should be set up, to meet every year when Parliament is in session and study conditions not only in this country but throughout the world, as other committees of Parliament study conditions relative to other industries.

Mr. GRAHAM: Do you mean a committee composed of members of Parliament?

The CHAIRMAN: Yes, to study the tourist traffic as we have been studying it, from year to year when Parliament is in session. The suggestion has been made that there be such a committee, composed of members of the Senate and House of Commons.

Mr. GRAHAM: I do not know that I understand you clearly. Such a committee would have nothing to do with the other committee that you have been talking about?

The CHAIRMAN: Nothing whatever. I am referring to a permanent committee of Parliament, just as there is a permanent committee of Parliament on Banking and Commerce, on Fisheries, on Agriculture, and so on.

Mr. GRAHAM: Would the selection be made as it was in the case of this Committee?

The CHAIRMAN: Yes.

Mr. GRAHAM: Who would make the selection? Would the members be selected for their knowledge of the tourist business?

The CHAIRMAN: I should think so, yes.

Mr. GRAHAM: And would they be representative of the whole country?

The CHAIRMAN: Yes.

Mr. GRAHAM: Under good leadership that should bring about excellent results.

The CHAIRMAN: If there are no further questions, I will now thank Mr. Graham on behalf of the Committee. We appreciate your kindness in coming

up here from such a long distance and giving us information which will be of great help to us.

Mr. GRAHAM: Mr. Chairman, I have here a typewritten brief from the Annapolis Valley Tourist Association, which I should like to present.

The CHAIRMAN: Thank you. I take it you are working in close co-operation with that organization.

Mr. GRAHAM: Working in co-operation with them, and they with us.

The CHAIRMAN: I will now call upon Mr. H. A. McCallum, General Tourist Bureau, in charge of publicity for the National Parks. Mr. McCallum has been here every day since the Committee was organized. He certainly has the viewpoint of the people of Canada, and we should like to have his suggestions for the development of the tourist industry.

Mr. H. A. McCALLUM, General Tourist Bureau, National Parks Branch: Mr. Chairman and honourable gentlemen, I understand that I am to give a review of tourist activities of the Department of Interior, as formerly carried on by the National Development Bureau and now incorporated in the National Parks Branch?

The CHAIRMAN: Yes, Mr. McCallum and more than that.

Mr. McCALLUM: I have a few observations to make if the Committee cares to listen to them. Some of them have already been covered, but as I prepared the memorandum about two weeks ago perhaps it would not hurt to go over them all.

The CHAIRMAN: We want the whole story, together with your suggestions for the encouragement and expansion of the tourist business.

Mr. McCALLUM: I think there is a very inadequate conception of what the division is doing, and with your permission, Mr. Chairman, I should like to explain some of the items as I go through this brief.

The CHAIRMAN: Yes.

Mr. McCALLUM: I have a short preface to my report or brief:—

PREFACE

The tourist business in recent years has grown to such importance that it may be accepted as a phase of national development well worthy of attention and encouragement from every citizen of this Dominion. A main factor in this growth is our heritage of natural wealth in recreational resources—magnificent and varied scenery and an unlimited range of attractions for the vacationist, our nearness and our similarity in customs and language to the world's wealthiest and most travel-minded country, and the steadily improving facilities of travel and accomodation.

The foundation of a succesful tourist industry depends on individual effort and the standard of service, including courtes-y and square dealing, maintained by those who benefit directly from the business. Many of the individuals who come in direct contact with the tourist, such as the small hotel keeper, the garage man, the small store-keeper, the hunting and fishing guides, etc., can not reach far out for business. The results of tourist expenditures, however, almost immediately touch such a large portion of the population and affect so many phases of activity that the development of the industry consequently becomes a matter for community, provincial and national attention.

STRONG COMPETITION FOR TOURIST BUSINESS

The tourist traffic of the world has grown to such colossal proportion that it now constitutes a major item of international trade, and its importance as

an industry to be sought after is now recognized in every progressive country. Consequently there has grown in recent years strong competition among the various nations for this type of trade and the business of attracting tourist travel is now highly organized. Its encouragement is no longer left exclusively to private effort but is more and more recognized as a matter for official attention.

The great nations of Europe are alert to benefits accruing from this form of travel and the presentation of the attractive features of their respective countries has become in many cases a direct state activity. In Switzerland tourism is the leading branch of Swiss commerce and constitutes one of the main phases of the economic life of the country. The Swiss people have developed the entertainment of the visitor to a fine art. In Germany, France and Italy the tourist movement is of major importance and a factor in foreign trade accounts. In France this channel of revenue is supervised by a Government Department. I understand it is under the Department of Public Works. In Italy in 1931 Premier Mussolini established a Central Tourist Council to study the tourist industry and to devise ways to promote its development.

The people of the United States undoubtedly spend more on travel than those of any other nation—the expenditure of American tourists on foreign travel during the five years prior to 1931 averaged more than \$760,000,000. The greater part of this expenditure was made in Europe. The United States offers, therefore, an unparalleled field for the development of tourist travel to Canada. It is a field in which the Dominion has, however, to meet strong competition, as other countries such as France, Germany, Switzerland, Japan, Cuba, New Zealand, Russia, and other countries are spending much money to attract the American tourist.

In appraising the tourist resources of Canada it must not be forgotten that they are not exactly comparable to those of the Old World countries. Canada has not the history, the ancient ruins or the attainments of more modern civilization that give to European, Asiatic or North African countries their lure. The Dominion does not appeal to tourists on these scores. In the new world it is rather the recreative side of touring that is featured. Many of the experiences gained by a tour of Europe cannot be duplicated in Canada but, having visited Europe, the traveller may well spend a season in Canada, where in place of the "culture" side of touring is found a holiday spirit expressing itself in various phases of outdoor enjoyment.

As a recreational area the outstanding features of Canada are its tremendous expanses and its diversity of physical features and natural conditions. To these may be added its comparatively sparse population. The result is the world's greatest and least crowded playground area. Canada has also certain other advantages over European countries as a field for tourist. On the main continent of Europe there are twelve principal tourist areas namely—France, Belgium, Netherlands, Norway, Sweden, Denmark, Germany, Czechoslovakia, Austria, Switzerland, Italy and Spain. Their combined area is less than one-third that of Canada. The distances involved in touring these twelve European countries are not great. Transportation facilities are good and in a short time a person can visit the principal points of interest in every country, but in doing so there will be encountered a dozen different languages, official regulations, passport requirements and other unavoidable formalities. The visiting tourist is practically free in Canada from all such embarrassment. In the first place he may enter Canada without even a passport. Having entered he finds a universal language, English, spoken from coast to coast. Even where the French language may predominate to such an extent that speaking it would be an advantage, there will be found plenty who understand English. Interprovincial movements are entirely free and unrestricted. Highway regulations vary only slightly in the different provinces—principally as to speed limit. Currency, postage, railway

tickets, telegrams and customs are practically the same in every part of the Dominion; Canada has therefore the enormous advantage of having avoided the vexatious formalities that beset the traveller in older regions. We try to emphasize that in some of these reports.

TOURIST PROMOTIONAL ACTIVITIES

A wide range of activity to promote tourist travel to Canada is carried on through the Dominion. As may be expected much of this work is in the hands of private business organizations of one kind and another which benefit directly from an influx of visitors, for example, hotels and transportation companies. The Canadian National and Canadian Pacific Railways have been carrying on tourist activities for many years and their literature and advertising have played an important part in directing attention to Canadian vacation resorts and sporting attractions, more particularly these along their own respective lines. In the more local field, a great variety of excellent tourist work is being carried on by boards of trade, chambers of commerce, automobile clubs and municipal tourist bureaus.

In the provincial field the tourist work of the various provincial governments is naturally directed along lines that fall within the provincial sphere, for example, the construction and maintenance of highways, the administration of game and angling regulations, the maintenance of provincial tourist bureaus and the issue of provincial tourist literature. Good roads development has been coincident with the increased use of the automobile, and the extension and improvement of the country's highway systems has been one of the greatest factors in attracting tourists to Canada. The work of the Dominion Government in this regard has been an effective supplement to that of the Provinces. In 1919, when tourist traffic was in its infancy the Canada Highways Act authorized the expenditure of \$20,000,000 of federal funds to aid in the construction and improvement of Canadian highways. In its unemployment relief program the Dominion has also made large contributions to the construction or improvement of provincial highways particularly such as may become part of the Trans-Canada Highway. This constitutes a very important contribution in making Canada a still more attractive country to the motor tourist.

TOURIST WORK AS A NATIONAL FUNCTION

There are several reasons why the Dominion takes an active part in the development of the tourist industry.

First, tourist traffic is now largely interprovincial in character. A few years ago the vacationist as a rule selected some resort where he sojourned during his holidays, arriving there by train or steamer without break in journey. Now, with the growth of the recreational spirit seeking an outlet in touring and with the extensive use made of the automobile, the tourist may pass through several provinces and the matter of inducing him to visit Canada and furnishing information as to routes, etc., becomes not merely a provincial but an interprovincial concern.

Secondly, while local tourist bodies, provincial and municipal, public and private, are actively engaged in calling attention to the recreational attractions of their own particular territories, and while they must continue to do so, yet to the average citizen of the United States or Europe the general term "Canada" conveys an idea and meaning that the name of a province or other local area does not. Moreover, to the prospective tourist the activities of local tourist bodies may appear rather as competition for his patronage and consequently do not carry the same weight of influence as that of a disinterested national service. We find, in our correspondence that few persons know much about provincial boundaries.

Thirdly—the large expenditures by Canadian tourists in other countries—\$51,000,000 in 1933—indicates the need of carrying to Canadians the idea of touring Canada and thus divert a greater share of the expenditures by Canadian tourists into interprovincial rather than international channels.

The CHAIRMAN: How much has been spent in developing tourist travel within Canada?

Mr. McCALLUM: The Parks Branch have already given a statement. It is rather hard for me to say what has been spent by our branch. We were in the National Development Bureau, which was really an information bureau of all resources, including recreational. There was never any such division made with respect to what was spent on the promotion of mines, minerals, tourists or anything else. They all came under the same appropriation.

The CHAIRMAN: Have you any record of the number of cars that travel from province to province, for instance, from Manitoba to British Columbia?

Mr. McCALLUM: No, there is no record kept of that traffic except through the parks.

The CHAIRMAN: On what do you base your opinion on tourist development?

Mr. McCALLUM: The provincial bureau of Quebec keep a record of incoming cars, and the Parks keep a record of cars coming in from other provinces. Then we know that anyone going to Prince Edward Island or Nova Scotia by road must come into New Brunswick. So there is quite a bit of interprovincial travel. I am not talking so much of the interprovincial travel as about bringing tourists into Canada and giving them aid to send them east and west.

The CHAIRMAN: I thought you were referring to what had been accomplished in interprovincial travel.

Mr. McCALLUM: No. Direct federal attention to the importance of the tourist trade from the national standpoint is recognized in the fact that the Department of the Interior has had for a long time as one of its main functions the promotion of tourist travel to and in Canada. Other departments of the Government are also contributing much to the development of this industry as incidental to their main work. For instance, the regulations of the Department of National Revenue facilitate the entry to Canada of tourist automobiles and outfits, while the courtesy which Immigration and Customs officers at the border extend to tourists on their entry to Canada has been an important factor in the growth of the tourist business. The Department of Trade and Commerce through its offices abroad and its publicity work for the development of Canadian trade indirectly influences tourist traffic and through the Dominion Bureau of Statistics collects and publishes valuable statistics on the tourist trade.

The restocking of waters by the Department of Fisheries is also a direct help to the tourist industry.

It is, however, through the Department of the Interior that the Federal Government has taken a full share of responsibility for promoting Canadian tourist development and has expended upon that object a large measure of attention. It has for a number of years been carrying forward a varied program of constructive work for the purpose of realizing as far as possible upon the Dominion's scenic, sporting and other assets which have a concrete value in their attraction to tourist traffic. It has been the Department's policy to give increasing atten-

tion as strongly as its finances permit to such activities for the promotion of tourist traffic as fall within the scope of Federal support and would not be attended to if left to private or local initiative. It is not too much to say that the leadership in this work has played a very considerable part in developing the large tourist business which this country enjoys. The work comprises a volume and diversity of publicity which is probably appreciated by very few Canadians and is really better known in the United States than in Canada, for naturally it is in that country that practically all of the Department's tourist activities are centered.

I should like to emphasize that. Our work is far better known in the United States than in Canada. I should like to read an extract from a letter from the Manager of one of our largest tourist bureaus in Western Canada. This is what he says:—

I should like to congratulate the Department on the effective form of advertising which they are carrying on in the wide distribution of coloured maps showing the roads in Canada and in the United States. I have particular reference to the Pacific sheet of this map, which evidently is securing a very wide distribution on the Coast.

I have just returned from another contact trip to California, and particularly during this last trip, I was impressed with the distribution of the maps by your Department. On several occasions Travel Directors pointed out these maps to me saying how very useful they were to them in directing travel North.

A noticeable feature in connection with many of the inquiries from prospective tourists is the fact that many of them know little or nothing about the Dominion. They know that there is a Canada but with the territorial divisions of the Dominion they are almost or wholly unfamiliar, and if they want information regarding a Canadian trip it is to the Government of Canada that they direct their inquiries. It is for this reason among others that the Department maintains what is in practical effect a central Canadian tourist office, working along lines which are designed to supplement but not to duplicate or overlap the work of provincial, municipal, railway or other tourist organizations. It seeks to give as far as possible developmental publicity with regard to matters of general interprovincial interest and the country's recreational resources as a whole.

The efforts of the Department of the Interior to develop tourist trade are along two main lines, both of which are centered in the National Parks Branch. The Topographical Surveys issue maps which are of particular value—made from aerial surveys—and hunters and fishermen find them very useful. Then our Forestry Branch, through its conservation efforts is doing good work. The forests, naturally, are the shelter for big game, and also help in the conservation of water and of our angling resources.

The efforts of the Department of the Interior to develop tourist trade are along two main lines: First, there is the administration, maintenance and improvement of the National Parks of Canada, which today are of the greatest value in attracting the tourist. The publicity work in regard thereto has done a great deal towards increasing Canadian tourist business by stimulating travel to the Parks and incidentally to other parts of Canada. Mr. Harkin and Mr. Campbell have in some measure covered this phase of the Department's work.

Secondly, there are the tourist activities of the former National Development Bureau and now continued, as far as possible, in the Canadian Travel Service, or more familiarly speaking, the Tourist Division of the National Parks Branch.

The Department's activities in this connection may be briefly described as (1) the assembling of accurate information on Canada's tourist and recreational resources, (2) compiling such information in practical form for promotional use, and (3) disseminating it where it will be of most value in bringing tourists to Canada.

Maps including international road maps, handbooks of information for tourists and sportsmen, folders, leaflets, press articles, posters, pictorial material and other media are used extensively to acquaint prospective vacationists with the wealth of Canada's attractions for all types of tourists and with the Dominions's accessibility and general equipment for ease and comfort of travel. Effective contact has been carefully and systematically established with tens of thousands of tourist agencies or other useful distributing or reference channels of one kind or another, (e.g. tourist bureaus, automobile clubs, hotels, banks, libraries, sport and social clubs, etc., etc.) in the United States and elsewhere abroad. To prevent waste or ineffective distribution the general system followed is to supply only one copy of any new publication to such of these bodies as would likely be interested therein, and further quantities are sent only on request.

If you will permit me, I should like to show you an analysis of the conditions in the United States which have a direct bearing on our tourist traffic.

(The witness produced charts showing the distribution of population, motor car registrations, income tax, savings bank deposits.)

There is nothing haphazard about our work. We are trying to do it as systematically as possible.

The CHAIRMAN: That is quite clear.

Mr. McCALLUM: Now, if I may, I should like to emphasize a few points: first, our international road maps of Canada and the United States.

These maps, featuring the main highways over that part of the North American continent from which Canadian motor tourist traffic is drawn with emphasis on roads leading to Canada, have undoubtedly been a most important factor in the promotion of automobile travel to this country. It is interesting to note that coincident with the issue of these maps the proportion of expenditure by American motorists to total American tourist expenditure has steadily increased year by year from 50 per cent prior to 1925 to nearly 80 per cent in 1932.

That is, we started issuing these maps, and we found the percentage of motor tourists increased very much. The general idea is to cover Canada and the greater part of the United States, from which we draw our tourists. We have received splendid publicity in the United States. I could quote many letters of appreciation.

A noticeable feature of the tourist business in recent years has been the extensive use of the automobile for the purpose of a vacation trip, particularly by the people of the United States. Canada is in the fortunate position of bordering a nation of nearly 125 million people possessing about three-fourths of the world's motor vehicles and with a distinct inclination for travel by automobile. Within a distance of 500 miles of the Canadian border is 67 per cent of

the population of the United States, 69 per cent of its motor cars, 71 per cent of its surfaced roads and 73 per cent of its national wealth. In this area also are the persons who pay over 84 per cent of the income tax collection of the United States.

In order to take full advantage of this favourable situation of ability to travel, right at the Dominion's door, it is necessary to present such aids as will create an incentive to visit Canada. The object of these maps is therefore to promote United States motor traffic to Canada by showing the extent of Canadian highway development and the easy means of access by automobile to Canada, and by illustrating how readily a trip to the Dominion may be included in a motor tour. Quantity distribution is mainly through tourist bureaus, automobile clubs, chambers of commerce and similar agencies, while maps for display purposes are supplied to hotels, banks, service stations and clubs of various kinds. Over 2,250,000 copies have been distributed, practically all of them in the United States.

As an aside I might mention an instance of our distribution. We got in touch this year with all hotels in the United States having more than 250 rooms and sent them one of these maps folded, with an offer that we would send an unfolded map on good paper suitable for wall display purposes on request. We were surprised to receive 120 requests for the map from high-class hotels. Here is a letter we received from a big hotel in Kentucky:—

This map has been placed in our lobby and we feel it will be of great benefit in enabling us to serve the public, should they have an occasion to go to Canada.

And from a big hotel in Buffalo:—

At this time I wish to congratulate you on the quality of information given on these maps. I have heard many very kind remarks made regarding same and later on in the season we may ask you to send us a few copies of the map covering that part of Canada east of Buffalo.

And from a hotel in Atlantic City:—

We can use twenty-five of each of the sectional maps Atlantic and Great Lakes. These maps are popular with our guests.

In addition to the main maps there are four sectional maps on a large scale.

Canoe Trips Information

The possibilities of the Dominion's vast network of waterways as a tourist attraction has been fully realized by the Department of the Interior. Over 100,000 copies of a booklet entitled "Canoe Trips in Canada," giving a brief description of a large number of trips, have been distributed. Supplementing this, there have been compiled progressive detailed descriptions of over sixty trips from 40 to 760 miles in length, each with a chart of the route. This is a line of information not otherwise available for public use. A deep and growing interest in canoeing in Canada has developed since this work was undertaken by the department, and where a few years ago little information on Canadian waterway travel appeared in the outdoor magazines it is a rare issue that now appears without some article or item relating to canoeing in Canada. Approximately one-fourth of the requests now received have reference to this phase of vacationing and during the past year 7,633 descriptive trips have been sent to parties planning a trip by canoe in Canada. This phase of Canada's tourist business is a profitable one for the typical canoe party spends money on railway fares, equipment, provisions, etc.; in addition guides are frequently employed.

Hunting and Fishing Information

Game resources are one of the most powerful drawing cards of tourist traffic and the class of business they attract is probably the most profitable of all lines of tourist business. The United States Senate Special Committee on Conservation of Wild Life in its report, 1931, estimated that there are 13,000,000 active sportsmen in the United States who go afield with rod and gun, and that the total expenditure on hunting and fishing alone in 1929 amounted to three-quarters of a billion dollars. The considerations involved in a hunting and fishing expedition may be very numerous including licences, fire arms or fishing tackle, transportation, provisions, clothing, camping equipment, boat hire, guides, etc.

To attract this lucrative business to Canada the Department has placed itself in direct touch with provincial game departments, game wardens, outfitters and professional guides throughout the Dominion, and in this way has assembled very complete information on Canada's hunting and fishing attractions. Booklets and monographs such as "Canada's Game Fields" and "Sport Fishing in Canada" have been compiled, mainly from about 20,000 questionnaires and references on the game and game fish resources of practically every section of the country. Distribution is made to hunting and fishing clubs, Izaak Walton League branches, travel bureaus, sporting goods dealers, outdoor magazines, etc. This distribution has also resulted in a large number of requests from individuals for detailed information with regard to a proposed hunting and fishing trip to Canada. Last year about 3,500 requests were received for specific information regarding some phase of hunting and fishing in Canada. A number of American sport magazines refer requests on Canada directed to them to the Department for attention and reply.

International Conventions

These conventions form a large element in Canadian tourist trade and the Department has worked out a thorough system of getting in touch with officials of organizations which propose holding international conventions in Canada and with those of all important international and United States associations planning to hold conventions in their own country at points within reasonable travelling distance of the Canadian border. In this way it is able, well in advance of each convention, to supply illustrated articles for publication in the official organ of the association concerned and to offer guide maps and literature which may induce the delegates to make a more extensive tour of Canada or to visit the Dominion en route to and from the convention. During the last fiscal year 35 international conventions meeting in Canada and 51 meeting in the United States accepted our offer to supply information on a trip to Canada to their members.

Valuable publicity is obtained in this way and many members who may not be able to attend their association's convention are given an opportunity to secure information for use in planning a trip to Canada at some other time.

Press Publicity

One phase of this class of tourist work consists of the progressive issue throughout the year, according to season, of illustrated articles in matte, stereotype and electrotype form to papers and magazines in the United States which have expressed their willingness to use the same. In this way much publicity, amounting to many thousands of dollars a year, is obtained free of charge, and a reader field of many millions of potential tourists is reached.

Many special articles on Canada's scenic and sporting attractions are also frequently supplied to United States periodicals. Material is also supplied to well-known writers for use in writing articles on Canada.

A semi-monthly bulletin entitled "Canadian Vacations" containing interesting and seasonal items on recreational and historical areas in Canada was sent to over 600 leading newspapers in Canada and the United States and to magazines especially interested in outdoor sports, and many of the items were reproduced. A filler service was also established and as a criterion of its popularity was provided, on request, to over 1,000 papers in the United States.

Hon. Mr. MACARTHUR: Do you find more difficulty in getting free publicity in the United States than in Canada?

Mr. McCALLUM: We get a lot in the United States.

Hon. Mr. MACARTHUR: Do you try to get free newspaper space as much as possible?

Mr. McCALLUM: We have no appropriation for charges.

Hon. Mr. HOCKEN: Your hunting appeals would be largely to the United States?

Mr. McCALLUM: Yes. Most of that kind of publicity is done in the United States.

The CHAIRMAN: Mr. McCallum, you are in charge of publicity, at the General Tourist Bureau, National Parks? Do I understand you to say that you have no appropriation for advertising?

Mr. McCALLUM: No, we never had an appropriation, neither in the Development Bureau nor in the National Parks, as far as I know. We only came over to the National Parks about ten months ago.

Hon. Mr. MACARTHUR: There is a certain amount of expenditure, and the money must come from some other fund.

Mr. McCALLUM: There is an expenditure. We make maps, for instance.

Hon. Mr. MACARTHUR: Are you precluded from using any of that appropriation for advertising?

The CHAIRMAN: It was explained to us the other day that the appropriation is confined exclusively to maps and publications.

Mr. McCALLUM: Yes, and to the sending out of material in mattes, stereo or electrotype form.

Hon. Mr. MACARTHUR: That costs the Government something.

Mr. McCALLUM: Yes. This article "Hunting in Canada" that I have here cost us \$559, but it was published in all the papers that sent us clippings, and that was a large number as is shown by this volume. We do not know how many more other papers published it and did not send us clippings. The other day a clipping service wrote in asking for our business and enclosed clippings of articles such as this, and we found we had only one-third of the publications represented in the clippings on our file. And here are some maps that were given a great deal of publicity a few years ago.

The CHAIRMAN: You have sold us.

Hon. Mr. HORNER: Your opinion is that with more money you could go further, I suppose?

Mr. McCALLUM: We could do more publicity.

Hon. Mr. HOCKEN: Have you stressed the moose hunting in Saskatchewan?

Mr. McCALLUM: Yes, hunting and fishing.

Hon. Mr. HOCKEN: Senator Aseltine has written articles.

Hon. Mr. HORNER: Yes. He wrote an article for "Rod and Gun."

Mr. McCALLUM: We have an article on fishing and hunting in each province. At the end of each article we direct the tourist to the provincial bureau or to a railway company for special information.

The CHAIRMAN: I would say it is a masterful organization to get free publicity.

Mr. McCALLUM: I will proceed with my brief:—

Illustrative Material

Sets of coloured lantern slides with accompanying lectures are in constant circulation among clubs, schools, universities, community organizations, etc., and have been shown to approximately 300,000 persons in the United States and Canada during the last year. A number of special lantern slide lectures covering several phases of Canada's recreational activities were prepared for use in connection with the Canadian exhibit at the World's Fair in Chicago last year. Lantern slides are also on loan with visual aid department of Boards of Education and Universities in the United States, with the High Commissioner's office in London and with the Canadian Secretary of the League of Nations at Geneva and other places. Lantern slides are also furnished to lecturers who having visited the Dominion wish to lecture on their holiday experience in Canada.

An illustration section provides photographs of Canadian scenic and recreational attractions to writers, publishers, papers and magazines for publicity purposes. Many of the cuts and pictures illustrating the holiday and beauty spots of Canada which appear in the press and in periodicals and magazines of all descriptions have had their origin in the Department. Last year over 3,000 photographic prints were sent out for this purpose. I have brought along some of the illustrations and press notices.

Pictorial exhibits, cards and posters for window display are supplied to travel bureaus and automobile clubs with ground floor frontage space. New pictorial material is constantly being sought and additions are continually being made to our photographic collection.

Radio

Last winter eleven articles averaging over 300 words on the recreational attractions of the respective provinces and territories were prepared for use in the "Hand Across the Border" exchange programs of the Canadian Radio Commission and the National Broadcasting Company. They were broadcast from New York as interspersions in a high-class musical program over radio chains throughout the United States and Canada.

Informational Aids to Tourists

Many other activities are carried on to facilitate tourist traffic to Canada, for instance the folder "How to Enter Canada" was issued to overcome the idea which is in the mind of the average United States citizen with regard to the supposed difficulty and "red tape" in connection with crossing the international boundary and which undoubtedly keeps many Americans from making a trip to Canada. This folder indicates the ease with which a bona fide tourist may enter this country and answers in a concise way many of the questions regularly directed to the Department by prospective tourists.

There is an exceptional demand for this information from automobile clubs and other organizations in the United States that give information to tourists, and approximately 700,000 copies of the folder have been distributed in that country.

Among other publications containing information not otherwise readily available for tourist use are, a handbook of information for tourists and sportsmen, schedules of international and interprovincial ferries, summaries of hunting and

fishing regulations throughout Canada, and a folder briefly describing the main recreational attractions of Canada and listing the provincial bureaus from which tourist information can be obtained. We supply the American Automobile Association with this information, which they distribute to their numerous branch offices.

Co-operative Contacts

One of the most important phases of the work of making Canada's attractions as widely and as favourably known as possible to the great army of potential tourists, particularly those across the boundary line, has been the systematic formation of co-operative contacts with tens of thousands of permanent and seasonal agencies in the United States that are in touch with prospective tourists, such as tourist bureaus, automobile clubs, hotels, chambers of commerce, libraries, banks, personnel officers of industrial corporations, clubs of various kinds, etc., etc. These agencies act as local information bureaus from which information on Canada can be obtained either direct or by reference to the Department and are serving to introduce the subject of Canada's vacation attractions to prospective tourists in every section of the country. Some one mentioned about having 3,000 contacts in the United States. We have 50,000; at one time we had 150,000.

Tourist maps, booklets and data on Canada are offered to these organizations and supplied on request, posters for display purposes are supplied to automobile clubs and travel bureaus, display bulletins for notice board use are provided to fraternal organizations, libraries, employees' welfare bureaus, and other classes where opportunity is presented through current correspondence.

Informational campaigns are conducted at appropriate seasons and contacts established with such classes as might be particularly interested in the material.

Direct Contacts

Many requests for information cannot be satisfactorily or fully answered by printed publications. Such requests are given as prompt and careful attention as possible. Last year nearly 12,000 requests for specific information were dealt with in the Tourist Division.

Inquiries from previous year's tourists were also followed up with a letter suggesting that if they had in mind a return trip to Canada the Department would be glad to supply any necessary information.

Co-operation with Provincial Tourist Organizations

There has been a considerable degree of co-operation with the various local tourist organizations. This co-operation applies both to the collection and dissemination of tourist information. Requests received in the Department for information on specific localities are referred to the local bureaus for their information and further attention; there is an interchange of quantities of tourist publications for distribution purposes; mailing lists have been exchanged; and in past years the Department extended much co-operation to a number of Provincial bureaus in the preparation of some of their publications.

Educational Work for Better Accommodation Service and Courtesy to Tourists

Articles have been sent out from time to time to the Canadian press, suggesting to the public lines of conduct that will tend to advance the development of Canada's tourist business. These articles or comments based thereon appeared editorially or in reader form in a large number of leading Canadian papers.

Since each province has jurisdiction over the hotels, motor camps, boarding houses and other places of accommodation within its borders, a federal organi-

zation can only point out and suggest desired improvements. The building up of general good-will—a most important factor in the flow of tourists to any country—lies largely in the hands of individual Canadians. A national reputation for courtesy, hospitality and fair dealing will go far in ensuring for Canada a permanent and steadily growing volume of tourist traffic.

In carrying out the above described classes of work the Department endeavours to give a first-class information service in regard to the scenic and recreational assets of the Dominion. The guiding principle has been to pursue only such activities as local, provincial or private enterprise could not be expected to perform.

Two distinct kinds of work are necessary to build up the tourist business and to develop Canada's recreational attractions in a broad way.

First, there is the *groundwork*. This is the work of collecting complete information about the scenic areas, historical background, highways, water routes, fish and game, and other resources which take up the recreational attractions of the country.

Secondly, there is the *publicity work* which may be divided into two classes—general and specialized. The former serves a good purpose by making it widely known in a general way that Canada is a land of splendid scenic, sporting and other recreational attractions. But publicity of a general nature alone can produce only very limited results. It has to be backed up by specialized publicity giving clear-cut information which will tell the individual tourist exactly where he can get what he wants, whether it be scenery, hunting, fishing, canoeing, motoring or anything else. This latter type of publicity which is really an important factor in marketing Canada's recreational resources depends on the ground work which has been laid, and if the development of Canada's recreational resources and business is to be taken up as a work of important national interest, the Dominion's resources of this nature must be studied just as thoroughly as its resources in timber, mineral, water-power or any other form.

There are two kinds of publicity: first, there is general publicity, and you must have back of that specialized publicity, and back of that again you must have a groundwork of information collected.

At one o'clock the Committee rose until 2.30 p.m.

The Committee resumed at 2.30 p.m.

The CHAIRMAN: We will continue, Mr. McCallum, if you will be so kind.

Mr. McCALLUM: My statement this morning was to show that the Department of the Interior is doing a great deal to develop the tourist traffic of Canada, particularly in the United States. We are quite ready to admit, of course, that the tourist possibilities of this country have been only scratched, so to speak, that there is a great deal more to be done; but we would like to show the Committee that what we have done has been done carefully and systematically, and in a co-ordinated way with a definite purpose behind it and a clear object in view.

The CHAIRMAN: I want to assure you that you have thoroughly impressed us with the excellence of your work. What you have accomplished is marvellous, and reflects great credit on your department and on you and your associates.

Mr. McCALLUM: I thank you, sir. We hold that the tourist traffic of Canada can be greatly promoted through the extension of the lines of work that I have already described. The following are also offered as suggestions of a few directions along which further publicity work can be carried out. The field of advertising is not referred to, but with necessary appropriation the department could

make splendid use of that phase of tourist promotional work. This, however, is a matter of additional funds and therefore of government policy.

The CHAIRMAN: I have observed that a great many officials fight shy of that. We have a majority of newspaper men on the Committee, and I imagine we will be able to take care of it.

Mr. McCALLUM: The field of co-operation of the various tourist bureaus could well be extended for the following purposes:—

- (a) To establish and maintain close working co-operation and harmony.
- (b) To avoid overlapping of effort.
- (c) To avoid discrepancy in maps, literature and general information.
- (d) To encourage uniformity of service to tourists.
- (e) To further the extension of service which one province might give to tourists with respect to another province they intend to visit later.
- (f) To compare notes and profit mutually from experience.
- (g) To present a united front in a general campaign for advancement of tourist traffic in Canada in general.

A further avenue in the development of tourist traffic might be found by making contacts with the United States railway companies with a view to their making tours to Canada a part of their publicity programs. While the United States railways are concerned with keeping tourists in their own country and while the main American roads are largely planned for east and west traffic, there should also be opportunity for more north and south trips to Canada if the railway companies can see increased traffic and consequent revenue in such travel.

I think that is a field that can probably be developed. Last year we got in touch with some of these people with regard to wintering in Canada, and found a very good response. In that connection also I may say that the roads of the United States are mainly east and west, but through the use of our road maps traffic has to some extent been diverted north and south.

A greater use could be made of motion pictures as a means of tourist promotional work. Tourist salesmen in the form of lecturers, if properly qualified, could be used to advantage. Such lecturers, constantly meeting the public, would have a dual value: (a) giving direct information to mass meetings, answering questions, distributing literature, giving press interviews, etc., and (b) reporting back with suggestions for improvement of publications, their distribution, and other forms of service.

Lecturing to Sporting Clubs. There is also an important field which can be covered by having special addresses delivered to sporting and outdoor organizations. These organizations are composed of experienced outdoor men who cannot be reached by a "canned" lecture or a professional lecturer, or by any other class of address except from a speaker who is, himself, thoroughly familiar with outdoor life and knows from actual experience the country about which he talks. Many of these sporting clubs are very exclusive and include mostly men who have plenty of means and who are exceptionally desirable prospects in the tourist sense, but the speaker who undertakes to interest them must be a "field man" first and a "lecturer" second.

Radio publicity would appear to be an excellent medium of developing more interest in Canada, among Canadians and prospective tourists abroad.

There is a large number of ways in which further press publicity could be obtained in the United States through the use of articles, photographs, illustrated features, etc.

Through co-operation of local Board of Trade or similar bodies, bringing to the attention of retail merchants goods which can be offered more cheaply in Canada than in the United States and encouraging them to solicit tourist business

by advertising, window displays, etc. The merchant who wishes to sell to the tourist must be able to sell him something which he cannot get at home or something that he can obtain cheaper here than at home. For instance, New York fashions will not appeal to the tourist who can buy them cheaper at home and with a much wider variety to choose from.

To date most of Canada's tourist propaganda has been directed towards the United States. While that country will continue to be the most fruitful source of tourist traffic, the British field is worthy of more attention. This also applies in a lesser degree to Continental Europe, Asia, West Indies and South America. From Great Britain we can expect only a small percentage of motorists but a large percentage of high-class travellers and sportsmen. Canada has one particular attraction that should appeal to the British person who is seeking the adventurous and new, that is, an unlimited choice of canoe trips of practically every length and every degree of excitement and hardship. Motoring, fishing, hunting, mountain climbing, winter sports in Canada offer only slightly different change from what he can obtain in his own islands or the neighbouring European countries. A canoe trip in the hinterland, however, is one of Canada's unique attractions in its bid for the British tourist.

Canada's northland has received much publicity through press items regarding the building of railways to Hudson and James bays, the exploits of the Royal Canadian Mounted Police, reports of exploratory expeditions, etc., and during the past two or three seasons there has been a noticeable increase in the number of requests for information concerning travel to the northerly parts of this country. The attention of a suitable class of tourists and sportsmen could be drawn to the many attractive features of that part of the Dominion which lies north of the settled or usually travelled area.

I may say that a frequent request that we receive is "How can we get to Hudson Bay by motor car?"

A "Travel in Canada" campaign could be carried on with a view of suggesting to Canadians to spend their vacation in Canada. In addition to press and radio publicity, the proper promotion of this work would call for a "Travel in Canada" map showing the main highways of the different provinces and their link-up with those of the other provinces. Railroad lines and steamship routes should also be shown.

Our maps are not suitable for that purpose, and we do not circulate them very widely in Canada, because they are rather apt to suggest a trip to the United States.

Such a map should be circulated freely for display and reference purposes to all kinds of public and semi-public organizations and for distribution purposes to tourist bureaus, automobile clubs, etc.

Contact might be made with the principal stores in Canadian cities, with a view to interesting them in presenting a window display of maps, booklets and photographs relative to Canada's holiday attractions. This, if done at the opening of the tourist season, would, no doubt, increase the interest of residents in the potentialities of their own Dominion as an unsurpassed vacation land.

This is all I have put down, but I am ready to answer any questions as far as I can.

The CHAIRMAN: Mr. McCallum, in view of the fact that Canada has spent approximately \$25,000,000 on National Parks, and many more millions on highways and the improvements of highways, in the way of federal grants, are you satisfied with the expenditure that is being made for publicity to attract people to these great National Parks?

Mr. McCALLUM: I would not care to speak about National Parks only.

The CHAIRMAN: Taking the whole picture.

Mr. McCALLUM: Oh, certainly we could use a lot more to advantage. I have tried to point that out. We have not much more than scratched the surface of the tourist potentialities in the past.

The CHAIRMAN: In view of the fact that the structure has been erected, do you not think that money should be spent to attract people from the United States and other countries in great numbers to help pay for these undertakings?

Mr. McCALLUM: I am sure it would be a good idea, sir.

The CHAIRMAN: Would it not be the practical thing to do? Would you not recommend it?

Mr. McCALLUM: I imagine the question of whether or not money should be spent is up to the Government.

The CHAIRMAN: I appreciate that, but we would like to have your views. The evidence that has been presented demonstrates that people will not come in great numbers, owing to dusty and muddy highways. That has been made clear.

Mr. McCALLUM: There is no doubt whatever that with more money we could do a great deal more work and good work.

Hon. Mr. McLENNAN: You would not spend any of it laying the dust?

The CHAIRMAN: I would, yes.

Hon. Mr. HORNER: Your department has said nothing as to what is being done in Great Britain to encourage tourists and hunters. What has been done in that regard?

Mr. McCALLUM: Not so very much. We have sent our publications to the High Commissioner's office.

The CHAIRMAN: Is this Committee to understand that you favour an aggressive publicity campaign to sell Canada?

Mr. McCALLUM: Oh, certainly. That is why we are here to-day, to do our best.

The CHAIRMAN: You made the statement this morning that there appeared to be a lack of appreciation in Canada of what was being accomplished. Did you gain that impression as a result of the sessions of this Committee?

Mr. McCALLUM: To some extent, sir, yes; but that is unquestionably because nearly all our work has been done in the United States.

The CHAIRMAN: I should like to repeat again that I think your department has rendered a very valuable service, and has performed a fine piece of work which is a great credit to you. We feel that you should get greater support.

Mr. McCALLUM: Thank you, sir.

Hon. Mr. HOCKEN: Has there been any interdepartmental co-operation.

Mr. McCALLUM: Yes, sir, as far as possible.

Hon. Mr. HOCKEN: As far as possible?

Mr. McCALLUM: Yes, wherever it was necessary we found the other departments quite ready to co-operate with us. I had a little leaflet this morning in which the National Revenue Bureau and the Department of Immigration and also the Department of Agriculture co-operated with us. One of the questions we are frequently asked is about pets coming into Canada. That is a matter for the Department of Agriculture.

Hon. Mr. HOCKEN: Do you meet the officials of the different departments who are engaged in that particular form of work?

Mr. McCALLUM: I think it would be a good suggestion to have a conference of those officials.

Hon. Mr. HOCKEN: Do I understand you to imply that something more could be done by interdepartmental conferences and co-operation?

Mr. McCALLUM: I am sure of it, sir.

Hon. Mr. HOCKEN: I submit, Mr. Chairman, that indicates it has not been as successful as it might have been.

Mr. McCALLUM: There are quite a few departments interested in tourists, some that you might not suspect. For instance, the Mounted Police help. Weapons coming into the country require a weapon permit, and this might cause some annoyance at times. I think steps were taken to allay that annoyance as much as possible.

The CHAIRMAN: Mr. McCallum, do you favour a separate department to control the development of the tourist business and special publicity in connection with the tourist business?

Mr. McCALLUM: In the Department of Interior we feel that we are carrying on very well. Your question has to do with a matter of policy, sir, and I would prefer not to express an opinion.

The CHAIRMAN: Your publicity is confined to maps and booklets?

Mr. McCALLUM: And making contacts in the United States.

The CHAIRMAN: Do you not think it would be stimulating to the tourist business if we had a department devoted exclusively to that business, and employing a director of publicity?

Mr. McCALLUM: I have my own personal opinions on that, sir, but I would not care to express them.

The CHAIRMAN: We should like to have your personal opinions.

Hon. Mr. MacARTHUR: He thinks it is touching upon governmental policy. Another witness had the same objection.

Mr. McCALLUM: I would rather have my chief, Mr. Harkin, or the deputy head of my department, speak on that, sir.

The CHAIRMAN: Mr. R. J. C. Stead, Director of Publicity, Department of Immigration and Colonization, is present and we should be glad to hear from him.

Mr. R. J. C. STEAD, Director of Publicity, Department of Immigration and Colonization: Mr. Chairman and honourable gentlemen, the intimation that I was to appear before the Committee reached me only this forenoon.

Mr. CHAIRMAN: That is not our fault, Mr. Stead, because a suggestion was made to Mr. Harkin two or three days ago.

Mr. STEAD: I am not raising the point as an objection at all but as an apology for perhaps presenting my case in a less orderly fashion than I otherwise would. Since I received the intimation I have made some notes, and with your permission I should like to present them. The Department of Immigration and Colonization has a peculiar interest in the tourist business. I think I may suggest that no other department has the same personal contact with the tourists and visitors to this country. Every person who enters Canada must pass the inspection of an officer of our department. The proportion of our work devoted to the tourist is very large. We have 178 inspectional stations along the international boundary between Canada and the United States, and we also have 18 seaport offices, at which visiting tourists from all parts of the world may

arrive. In the last fiscal year our officers inspected and admitted 12,669,345 tourists, of whom 12,662,190 were admitted at the international boundary and 7,155 at ocean ports. Previous to 1930, when the department was carrying on a vigorous immigration work, we had a structure of offices in the United States and in the United Kingdom. Our offices in the United States were not called immigration offices but Canadian Government information bureaus. There was a reason for that. At the beginning of 1930 we had fourteen offices in the United States, from Boston to San Francisco, the principal ones being at Boston, Buffalo, Detroit, Chicago and Minneapolis. Each of these offices was in charge of an officer of the department, with a stenographic and clerical staff as required. These officers were instructed to give general information about Canada and especially tourist information, in addition to carrying on their work of promoting what we regarded as desirable immigration. It was always felt that the immigration and tourist businesses were so closely allied that they could not be divorced. The tourist of to-day may become the immigrant of to-morrow. There are many instances of that. And the immigrant of to-day may attract the tourist to-morrow.

To conform with the practice of calling our United States offices Immigration Bureaus, the Publicity Branch at Ottawa was authorized to operate under that name and it still does. We carried on an extensive advertising and publicity program, by means of display and classified advertising, exhibitions, lectures, motion pictures—

Hon. Mr. HOCKEN: How much did you spend in advertising?

Mr. STEAD: In the good days we spent on publicity between \$300,000 and \$400,000. That was our entire appropriation and covered the British Isles as well as the United States. In addition to the other means I have mentioned we used literature and direct follow-up, and we attracted a number of journalists to this country with a view to having them write their impressions in their papers. In some of our advertising copy the tourist interest was particularly stressed, and in all our literature prominence was given to the scenic and vacational advantages of the country.

That is a background of the work of the Department of Immigration and Colonization. With changed conditions our immigration activities have been discontinued, so far as the attraction of immigrants is concerned, and the entire structure of our offices in the United States has disappeared. At our Ottawa headquarters we receive and deal with a great amount of tourist correspondence, and we exert every effort within our means to enlarge the tourist business. For instance, we issue a weekly bulletin which we call "Canada Week by Week" of which about 1,000 copies a week are mailed to newspapers in the United States. It is extensively quoted by the press of that country. We used to keep a press clipping check on our publicity, but we found that the clippings were costing us more than the publicity, so for the sake of economy we abandoned them. However, the publicity work still goes on, and it is reasonable to suppose that the publicity we get may be judged by what was obtained in the years when the check was made. Our last check was for the calendar year 1931, when we were able to produce clippings from United States papers showing a circulation of 144,527,682.

Hon. Mr. McLENNAN: That is appearances of all your items?

Mr. STEAD: Yes sir, in United States papers. Space amounted to 130,870 lines. Because my evidence will appear in print, I would ask your consideration in permitting me to refrain from stating the value of that space. It is agreed I think among publicity men that for every clipping you receive, at least two or three appearances take place for which you have no clipping, no matter how

accurate and complete your clipping system may be. We still feed into this little "Canada Week by Week" just as much tourist publicity as it will seem to carry without labelling it too directly as propaganda.

On the subject of literature issued by our department, perhaps I might mention the Descriptive Atlas of Canada. I have a few copies here. This booklet is designed to be entirely informative. I do not think the word "Immigration" appears in it from cover to cover. When we were in funds we were in the habit of distributing about 100,000 copies of that booklet in the United States each year, supplying it mainly for school use. We distributed about an equal quantity to schools in the British Isles, and I may say that our distribution was always limited by the amount of money we had and never by the demand for the booklet. In recent years we have had to cut down on that distribution. We still try to supply copies to school teachers, but we no longer distribute them to individuals in general. We also distributed through schools, offices and public buildings in the United States and the British Isles scores of thousands of wall maps of Canada, about three and one-half by five feet. These were used in the schools for educational purposes and in the offices for general publicity. I should say, too, that we have had the most complete and generous co-operation from every department which issues literature. They have always kept us supplied with any literature they have and that we may require.

From these experiences may arise some conclusions helpful to the Committee in its study of the tourist industry under present conditions.

Hon. Mr. HOCKEN: Are you familiar with all the literature that is being issued by the other departments?

Mr. STEAD: Not in detail, sir, but generally. I said that we had used advertising space in the United States extensively, employing display and classified advertising. Our experience showed, after a very careful check, that the classified advertising produced a better type of inquiry in greater quantities and at much lower cost than the display advertising. Whether this would hold good with respect to tourist advertising I am not sure, certainly it was true with respect to immigration advertising. Display advertising in papers and magazines of large circulation eats up money at an astounding rate. Classified advertising permits of the distribution of a much smaller appropriation over a much larger field, and has a tendency of eliminating the sheer curiosity seeker whose one purpose is to get a free map or book. One of our most effective means of publicity was through the bringing of editors and journalists to this country. We handled them as individuals and as small groups and as special train-load parties. If these parties are properly selected and properly handled they can and will produce a tremendous amount of text and editorial publicity such as could not be bought at any price. If they are not properly selected and handled they may merely have a good time at your expense and contribute no return whatever. We found that while we did get stuck with an occasional boarder, our average returns were very good indeed.

In co-operation with the Canadian railways—who, I must say, always gave us most generous team work—we handled a special train-load of American farm editors through Western Canada in 1925 and a similar special train-load to Eastern Canada in 1930.

One of the results of these excursions has been that a number of farm journals now make an annual feature of a special train excursion of a party made up of their subscribers, and most of these excursions have been routed through Canada one way or the other.

I have just been able to complete an arrangement with the publisher of the Ohio Farmer, of Cleveland, Ohio, by which they will run a special train excursion through Eastern Canada in August of this year. This excursion will

cost the Government next to nothing. The excursionists pay their own way, and if they are well impressed they will give our country a volume of publicity which could not be bought for a very considerable sum.

But the whole thing depends on the impression they carry away. If we have 12,000,000 tourists come here and each goes back enthused about Canada and the treatment he received in this country, we shall find our tourist business growing by leaps and bounds, whether we advertise it to any extent or not. If the same tourist goes back feeling he has received discourteous treatment, has been overcharged or subjected to discomfort, or has found, for example, that the country's fishing is not as represented, then nothing that the Government may spend by way of publicity will build up prospective tourist business against such obstacles.

Therefore I submit that the first and most important thing is this: The Canadian people themselves should understand the value of this tourist business and should be educated and encouraged to promote the business in every possible way.

The CHAIRMAN: That is what we are trying to do.

Mr. STEAD: It may prove to be more to the point to spend some more advertising money in Canada than to fix our attention entirely upon the United States. We should learn to treat the whole matter as a national issue, not as a provincial or municipal issue. The Dominion departments, the provinces, the municipalities, as well as the transportation companies, and other interests should all be pulling in one direction, not in diverse directions.

To accomplish this some sort of federation and central oversight is an absolute necessity. Although I must bear tribute that we have received most complete co-operation from other departments of the Dominion Government and the Provincial Governments too—I have in mind particularly the Parks Branch of the Department of the Interior, the Publicity Branch of the Motion Picture Bureau of the Department of Trade and Commerce, the Canadian Radio Broadcasting Commission and the Experimental Farms of the Department of Agriculture, as well as the National Development Bureau when it was in operation—still I think it must be confessed that even among the Federal departments there is not a complete knowledge of what other departments are doing or complete co-ordination of everything. I think that co-ordination could be had, not necessarily by superimposing a new authority from above, but by working out some kind of council or committee upon which each department as well as each provincial government, the principal transportation companies and other principal interests might be represented.

Now, sir, along the lines of that suggestion may I say that when we were aggressively handling immigration publicity we did work out a committee on which were represented the Canadian National Railways, the Canadian Pacific Railway, and the department with which I am connected. I had the honour of being chairman of the committee, and my office handled the details of the work. We brought about co-ordination of effort; whereas before that there had been competition, and sometimes perhaps worse than competition, maybe obstruction—perhaps.

I may give an example. When we had learned to have confidence in each other, to produce our advertising schedules and to discuss our results together, to put everything on the table—that was no effort on the part of the Department of Immigration, but it did require some effort on the part of the two railways—but when they reached that point we had the benefit not only of our own results but of the results of the other two parties in arriving at conclusions as to the best method to be followed.

For example, in the city of Des Moines, Ohio, there is published "The Successful Farmer," which is a very good farm paper. We might find all three of us had scheduled The Successful Farmer for our campaign. On the other hand, we might find we had not scheduled "The Ohio Homestead," published in the same city, because we took the larger paper. By getting together we overcame that difficulty, and one at least of us would appear in the smaller paper.

The committee continued its operations for some years and was very helpful in that work. I do not know any reason why some similar organization might not function in the tourist business, except I do see there would be a much larger number of interests to be represented, which might enlarge its scope to some extent.

I have suggested that perhaps we need education in Canada. I think every Canadian should be taught to regard a tourist as a merchant regards a customer coming into his store. And the principle that the customer is right, should prevail as far as it reasonably can be permitted to prevail. In our own department in an effort in that way, may I say we are now compiling a list of the various conventions and similar gatherings which will be held in Canada this year and at which we may expect an attendance from the United States. As we get information about a party our Deputy Minister, Mr. Magladery, personally writes to the president or other chief officer of the organization a letter in the personal vein, explaining briefly what the immigration regulations are as they relate to tourists, and hoping that they will have a very enjoyable trip in Canada, and assuring them that no difficulty of any kind will arise with respect to bona fide tourists. That is an attempt to get into personal touch with those organizations.

Hon. Mr. HOCKEN: Do you find that Canadians are not hospitable?

Mr. STEAD: I would not say that, sir. I think they have the reputation in the United States of being more hospitable than the American people. But there are exceptional cases. When not on official duty I have spent several vacations touring in Canada and in the United States, and I have found instances even in Canada which would not attract tourists.

There is a point I should like to mention, the difficulty and the danger of running into resistance in the United States if any broadcasting system of advertising should be adopted in that country. I do not think you must be too frightened of that sort of thing, but you must take it into consideration. A great deal has been said about the large sums of American money which come into Canada as the result of the tourist business. While that reads very well in Canada, it does not read so well in the United States, and there is I believe, although I cannot state instances, a certain resistance being built up against touring in Canada.

Here is a point that perhaps is not being sufficiently stressed. Last year each Canadian spent in the United States while touring, based on our whole population, about \$3.50. Each American spent in Canada 90 cents. The balance is very badly against us if you take that way of looking at it, and I think that is a reasonable way to a certain extent. It is true they spend more in the aggregate with us than we do with them, but individually we spent four times as much.

A knowledge of that fact should to some extent disarm any resistance against more Americans coming into Canada. At the same time, let us be guarded against any advertising inclined to keep Canadians in Canada lest we get a boomerang from the other side. It has got to be done in a careful way.

I do not think that Canadians travel in the United States very largely as a matter of habit in many cases, and without first inquiring into what can be done on this side. May I give you a personal instance. A lady came into my office and asked me if she would have any difficulty with the immigration people if she went down for a trip to New York with her family in a motor-car. I said

that I saw no reason why she should. But I added, "Have you any special reason for going to New York?" She answered, "No, we just want to go on a trip somewhere." I said, "Have you ever been in the city of Quebec?" She answered, "No," I suggested, "Well now, if you should decide to go to the city of Quebec you certainly won't have any difficulty with the immigration people." She left and two weeks later she came back to my office and said, "I want to thank you for having suggested the city of Quebec. We went there and had a very enjoyable time." She had no special reason for going to New York City. I think that is very prevalent among Canadians.

There is another thought I should like to give the Committee. It may seem somewhat long range. I suggest that the best individual publicity agent Canada ever had was the poet Longfellow.

Hon. Mr. McLENNAN: Evangeline.

Mr. STEAD: He did not know he was a publicity agent for Canada when he wrote Evangeline—but he became so. While we cannot just reach out and seize a Longfellow here and there and put him to work writing poems, we should encourage Canadian literature which would have the effect of placing this country before people who read the English language. That we do not have to any extent at the present time. For example, we maintain a National Gallery for the encouragement of art, and it is a very excellent thing; but we do not do anything of the kind for the encouragement of literature. The circulation of Canadian newspapers and magazines in the United States is almost nil, and yet the circulation of American newspapers and magazines in Canada is enormous. I do not know whether there is any answer to that question or not, but that is the situation.

I have not said anything of our activities in Great Britain. I presume you are interested mostly in our work in the United States, but we do a similar line of work in the British Isles through our offices there. Until recently we have had a large amount of publicity through the British Press and still have to a certain extent. The Canadian Government Official News Bureau in London is attached to our department and is supported out of the appropriation we have for publicity. It does reach the British papers to a very great extent.

I said something about all the provinces and departments pulling together. I do not think they consciously pull the opposite way, but I have, for example, in my hand a booklet issued by a province, one of the most aggressive in pursuit of tourist business. It has a map in it of the province of Quebec. That shows Renfrew, Pembroke, North Bay; it does not show the capital of Canada. Probably an oversight, but one wonders at such an oversight.

Mr. DOLAN: There was a similar oversight in the map issued by the Toronto Centennial Committee this year.

Mr. STEAD: Yes. I have just tried to outline the interest we have in the tourist business and the position we hold in the picture. If I can answer any questions I shall be glad to do so.

The CHAIRMAN: Your presentation has been excellent, most comprehensive, and we appreciate it very much.

Hon. Mr. MACARTHUR: Can you tell us the amount of money it costs annually to operate your department? The total cost?

Mr. STEAD: When you deal with the whole Immigration Department you get into a lot of expenditures which have nothing to do with the admittance of persons.

The CHAIRMAN: Let us have the publicity cost.

Mr. STEAD: In our good day we were spending from \$300,000 to \$400,000 a year. Last year my appropriation was \$6,000.

The CHAIRMAN: In 1929 the tourist revenue in Canada was over \$300,000,000. Do you think, if the same energy and vision were put into the attempt to attract tourists to Canada as you put into attracting new settlers, it would be too much to expect an increase in from three to five years of \$500,000,000 a year?

Mr. STEAD: A great deal depends on other things. We enjoyed a very large tourist trade from the United States two or three years ago, owing to a number of conditions, one of which was the fact that Canadian money was depreciated as against American money. If we should find in the next three or four years that Canadian money was at a premium, it would be a very great obstacle to overcome. If the moneys remain at par and there is a revival of general conditions, I would not hazard a guess as to how much could be done, but I know the traffic could be greatly increased.

The CHAIRMAN: Do you think it is worth while to attempt it?

Mr. STEAD: Yes.

Hon. Mr. MACARTHUR: The depreciation of money works both ways.

Mr. STEAD: Yes, certainly it does. The figures I gave you were for last year.

Hon. Mr. MACARTHUR: You spoke about one hundred and seventy-eight inspectors being stationed at the international boundary. I suppose that would cover the railways, international bridges, ferries and roads?

Mr. STEAD: Yes, a number of roads.

Hon. Mr. MACARTHUR: Is it not a fact that the officials on the railways are more exacting and officious than those stationed at the other avenues of entrance?

Mr. STEAD: I do not know of any reason to think that.

Hon. Mr. MACARTHUR: Don't you get reports in to your department, which you tabulate and file, giving names, addresses and particulars? I think you do that on the railways. I was wondering whether you did it with the automobiles.

Mr. STEAD: If any person is rejected we get a report, but we do not have individual reports of these 12,000,000.

Hon. Mr. MACARTHUR: You spoke about publicity. Is it a fact that all those publications, papers and magazines, send you marked copies when they feature these things?

Mr. STEAD: Not always. There is a bulletin that we send out. We do not get any copy of that. The only check we have is through a clipping agency watching those items.

Hon. Mr. HORNER: I was very much impressed by Mr. Stead's suggestion that there should be a certain amount of diplomacy in advertising in the United States, for fear that it might act like a boomerang. I think this business is like any other business; it pays to be diplomatic.

Mr. STEAD: I would feel very uneasy about advertising directly sponsored by the Government.

Hon. Mr. HORNER: It has been suggested by previous witnesses that it might have a better effect if it were under the Federal Government rather than some enterprise that was looking to profit from the traffic.

Mr. STEAD: The Canadian National Railways still operate their United States roads under the name of the Grand Trunk.

The CHAIRMAN: Your publicity is in the name of the Government?

Mr. STEAD: Oh, yes; and our immigration publicity was also, and we didn't run up against any serious difficulty.

The CHAIRMAN: Why should we encounter difficulty in connection with the tourist business?

Mr. STEAD: There was this about immigration. Our immigration advertising was conducted over there at a time of very marked prosperity, and things would go by then that perhaps would not go by now. Besides, when you are spending considerable sums with important papers the resistance is not as great, sometimes, as it otherwise might be.

The CHAIRMAN: I do not think Senator McLennan would agree with that.

Mr. STEAD: At any rate, we used to have the honour of visits by the representatives of prominent papers who came up here to seek some of our money. I think they would still do it.

Hon. Mr. MACARTHUR: I am inclined to agree with Mr. Stead. This is a helpful book, but it is more like the glorified geography we used to have in our school days.

Mr. STEAD: It is not designed especially for tourists.

The CHAIRMAN: How many years have you been with the department?

Mr. STEAD: Fifteen years.

The CHAIRMAN: You were connected with it in the days when they did a real job.

Mr. STEAD: We got so many people that it has been a problem since. Previous to being with the department I was with the C.P.R. for six years.

The CHAIRMAN: Your information has been very helpful, Mr. Stead, and we appreciate the fact that you came here. Thank you.

Now, Mr. F. H. Peters, Director of Topographic Surveys and Surveyor-General of Canada, is here. If he will tell us what he can do to bring tourists to this country we will appreciate it.

Mr. F. H. PETERS: I think the reason I am here, Mr. Chairman, is because we believe that the preparation and making available of good maps can be made very effective in this matter. That is the connection between making maps which we do, and this business.

I have prepared a memorandum which covers just four pages. I think it puts the matter more briefly than I could otherwise put it, and with your permission I will read it to you.

The CHAIRMAN: Read it, please.

We take it there is no question about the many and wonderful attractions Canada has for tourists.

It seems the problem is to "sell" this knowledge to people outside of Canada so they will have the desire to come here.

It is from this viewpoint we submit brief observations concerning the value of maps in attracting and holding tourists.

If you are going to sell anything you must show the prospective customer what your goods are like—in this case it is our country. Obviously, nothing can show what the country is like so well as a map of the country. In many respects people can visualize much better what a place looks like through the eye by reading a map than they can by reading the written word and then, as it were, translating back to the mind's eye through the brain. It is for similar reasons that the best modern sales catalogues are always profusely illustrated with pictures of the articles that are being sold by mail.

We must realize that our friends who live in the southern United States are continually reading of the cold and the snow in Canada, and they are sceptical

of believing the spoken or written word telling about our glorious summer weather; in such cases there is no argument so strong or convincing as the exhibition of a map which shows the fact that a part of southern Ontario lies farther south than the north boundary of the state of California (42° latitude).

It is not, of course, suggested that a map or plan is the only suitable medium for descriptive publicity, because obviously the written or spoken word and the photograph cannot be dispensed with; it is desired to point out that the map has a wider range of utility than appears to be generally recognized.

As a final, general word on the point of the value of suitable maps for tourist travel, we refer to Karl Baedeker's handbooks for travellers. Baedeker is so well known it needs no description, and it is generally accepted as a model of its kind. It is probable that Baedeker has done more to sell tourist traffic than any other inanimate thing in the world. Now, whether it be Baedeker's "London and its environs" or whether it be Baedeker's "United States", all are profusely illustrated with maps or plans, on all of which especial care has been bestowed. For example, the latest edition of Baedeker's Southern Germany (which was first published nearly one hundred years ago) contains one hundred and eighteen maps and plans. The chief object of Baedeker's is to enable the traveller so to employ his time, his money, and his energy, that he may derive the greatest possible amount of pleasure and instruction from his visit; and if the tourist is reasonably successful in doing this it generally means a repeat order.

How is the Dominion Government equipped, and what facilities has it for producing maps and plans suitable for this purpose?

The Topographical and Air Survey Bureau of the Department of the Interior, to speak of this one mapping organization alone, is a complete and self-contained map-making organization capable of producing any kind of first-class map or plan that may be desired; the only limit is the size of the map printing presses presently available, which limit the size of the maps which can be printed to about two feet by three feet.

The Topographical and Air Survey Bureau has already produced maps of one kind or another of most of the large National Parks. A schedule of these is appended. We also submit a set of these maps, in folder form, for examination. The set of maps may not be as full and complete as is desirable, but with sufficient funds and a few years of time any lack in this respect may be remedied at will. It has been said that the quality of the maps leaves nothing to be desired, but in this regard the maps may be left to speak for themselves.

Cost and expense has, unfortunately, always to be considered and so a few words in that connection may not be amiss. Usually the Parks are chosen for their scenic beauty, and consequently are comprised of areas that are rugged, covered with trees and otherwise difficult to survey; consequently, the original mapping survey may be comparatively expensive. And similarly, because the park areas often require a lot of contours and other details of topography to be drawn in, the original drawings of the map may be comparatively expensive. But once this is done and the printing plates prepared, the cost of printing the maps for distribution is not great.

The best modern maps are multi-coloured, and hence to obtain good registry in printing special paper is required. For a map of this sort, size 24 inches by 30 inches, the cost of printing is about three cents each; bear in mind that this cost—the price of a postage stamp—is for a very fine and attractive map, such as the map of Banff Park. If the map has only one or two—perhaps three—colours a cheaper paper can be used, and then the cost of a map 24 by 30 inches is about one cent. Naturally, for smaller maps exhibiting only a few colours, the cost will be only a fraction of a cent each.

Short reference was made above to the maps which have been printed of our National Parks. Many tourists of course do not visit the National Parks,

but spend their time travelling through the more picturesque, or the more historic parts of perhaps the Maritimes, Quebec, or Ontario. As we see it, tourist traffic is encouraged if the prospective visitor knows that, in Canada, there are obtainable maps adequate to fill his or her requirements, no matter what they may be, of any part of the country.

The requirement may be for a one-mile to one inch scale map, with which one has a ready guide to the sideroads in the "Evangeline" district of Nova Scotia. The visitor can readily find the way round or through the Muskoka lakes in Ontario with the two-mile scale map which has been published. If a fishing trip by canoe is desired away from the sight of summer cottages, all necessary information is available of the Quetico Park (Rainy River district of Western Ontario) on a map sheet published at the four-mile scale. The general needs of the motorists may be met with maps at a scale of eight or sixteen miles to the inch, if they merely wish to drive through the country, because on these scales one map sheet covers a large area and consequently a few sheets will cover an extended motor trip.

To make available a complete set of accurate maps of the whole country, as indicated above, is, because of the size of the country, a very large undertaking and one that will take time to complete. It means producing several series of standard topographical maps at different scales to meet the varying requirements. A start, however, has been made and with a view to first meeting the more pressing needs the sheets are being carefully selected so as to first cover the more interesting or more important parts of the country.

The small map attached under this sheet gives an idea of the system which has been adopted for producing the National Topographic Series of Maps, eventually to cover the whole of the Dominion. This shows, by the quadrangles marked and numbered in red, the area to be filled in by each sixteen-mile map that will be made. It provides that each sheet be standard in style, and that all fit accurately together so there will be no gaps or overlaps. Each of these quadrangles, all suitably numbered, and each shows the precise area to be filled in by the different series of maps at eight, four, two and one miles to the inch. All of the sheets are of the same size which facilitates the handling of them.

Samples of a few typical maps, as referred to above, are submitted for perusal (Wolfeville Sheet—Scale 1 mile, Muskoka Sheet—Scale 2 miles, Quetico Sheet—Scale 4 miles, and the Regina Sheet, Scale approximately 16 miles to one inch).

Going back for a moment to the first part of this memorandum where the selling of our scenery was likened to the selling of goods. There is one essential difference in that after having made the sale instead of sending the scenery to the customer it is necessary that the customer come to the scenery—for the same reason that Mahomet had to come to the mountain. Bearing in mind the many tourists that travel by motor and the confusion of motor roads that run through the United States leading towards Canada, the Department is utilizing especially prepared road maps to facilitate motor travel to various points in Canada by the shortest and best routes. By co-operation within the Department of the Interior, between the National Parks Branch and the Survey Branch the former collect and schedule the latest road information and this information will periodically be made available in the form of suitable road maps. The cost of the maps produced in this manner will be very small and for a person to check up by himself the good roads the bother is often considerable. It is felt that these maps may often turn the scale in favour of a trip to Canada or perhaps an east and west return home via Canada.

It was the understanding that any memorandum which might be accepted should be short, and so this one will be closed with this last suggestion. It seems to the undersigned that if he were contemplating a winter trip either to Barbados or Florida, and some interested party invested an extra five cents and

supplied him with a good map so he could see for himself from this authentic source what the country round Petersburg was like—that would be likely to sway the balance of choice in favour of Florida. And similarly, if one of our good friends in the central United States was balancing the choice of a trip, it seems we might do something to offset the attraction of “Old Faithful” geyser in Yellowstone Park, by placing in his hands a good map showing in clear detail the incomparable mountain scenery that is comprised in our National Park at Banff.

Respectfully submitted,

F. H. PETERS,
Surveyor General.

LIST OF THE LARGER NATIONAL PARKS

Park	Province	Area in sq. miles	Maps	Scale Miles to the Inch
Banff.....	Alberta.....	2,585	Park Map.....	3
			Banff and Vicinity.....	1
			Lake Louise, No. 82-N/8...	1
Buffalo.....	Alberta.....	197	Park Map.....	1
Elk Island.....	Alberta.....	51	Sectional Map No. 315.....	3
Glacier.....	British Columbia.....	521	Park Map.....	1.97
			Glacier Park, No. 82-N/SW.	2
Jasper.....	Alberta.....	4,200	Central Part only.....	2
			Central Part only (6 sheets)	1
Kootenay.....	British Columbia.....	587	Park Map.....	2
Mount Revelstoke.....	British Columbia.....	100	Park Map.....	1.97
Prince Albert.....	Saskatchewan.....	1,869	Park Map.....	2
Riding Mountain.....	Manitoba.....	1,148	Park Map.....	3
Waterton Lakes.....	Alberta.....	220	Park Map.....	1
Wawaskesy.....	Alberta.....	54	Sectional Map No. 116.....	3
Yoho.....	British Columbia.....	507	Park Map.....	2

Hon. Mr. HORNER: You mentioned that many people travel through the scenic parts of Canada without touching the parks. I thought the parks were chosen because they contained some very fine scenery.

Mr. PETERS: My direct reference was to national parks, which are mostly all in Western Canada. There are no big national parks in the East.

Hon. Mr. HORNER: That is because the type of scenery that we wish to preserve in the national parks is in the West. You could not have buffalo in their natural setting anywhere else than at Wainwright, for example.

Mr. PETERS: What I had in mind was that many people who come up from Detroit, Toronto, Kingston, Montreal and Quebec and go home again through New York State often do not touch any of the national parks.

Hon. Mr. HORNER: But they very often do. The new park just opened at Cypress Hill in Saskatchewan is a very beautiful park in a beautiful setting.

Mr. PETERS: I agree with you there, Senator. I have been there and know what it is like.

The CHAIRMAN: I now have pleasure in asking Mr. F. W. Baldwin, a member of the Legislature of Nova Scotia, to address us. Mr. Baldwin was for many years associated with the late Graham Bell at Baddeck. He is a Canadian citizen who takes a keen interest in the tourist business and especially in our national parks. He is deeply interested in the work of this Committee and he came here as a good citizen to give us his views. I am sure that Senator Horner of Saskatchewan will be glad to have some opinions from a Maritime Provinces man on the parks of Canada.

Mr. F. W. BALDWIN, of Baddeck, Nova Scotia:

Mr. Chairman and honourable gentlemen,—It is a happy augury for the future of a great national undertaking that the Senate of Canada has broken new ground and appointed a committee of distinguished and outstanding Canadians to study the tourist trade and advise how this important new industry can best be stimulated and developed.

The advantage of having federal guidance and assistance in a matter of such supreme importance to the whole Dominion is now recognized from coast to coast.

To bring together and get working in unison all the now scattered forces will be a great and useful work.

After the Canadian tourist business has been properly co-ordinated under one Federal guiding agency, there would seem to be no reason why the same agency should not go further afield and couple up our own tourist traffic with that of the Mother Country.

We in Nova Scotia have much to gain if this broader aim could be accomplished, and it would surely fit in admirably with the idea of closer Imperial Trade Relations, such as dominated the Ottawa Conference.

Nova Scotia in the past was the link between the Old World and the New and there is no reason why it should not be so again in the near future.

Up to the present Federal activities in connection with the tourist trade have been confined largely to the establishment of National Parks which has been, and is, a most effective factor in developing this great travel industry.

The wisdom of establishing these parks and preserving for all time the beauty of our natural scenery and protecting wild life has been fully recognized and the accomplishment is a matter of pride for all Canadians. The success of our National Parks venture has been due in no small measure to the able administration of the National Parks Commission. This is appreciated, not only all over Canada, but throughout the length and breadth of the United States.

So far practically all these excellent institutions have been established in Western Canada.

Ontario has only three small National Parks, which while they are of great potential value have involved the Federal Government in little expense and can hardly be considered an adequate link in the chain which should extend across the entire Dominion. But Ontario is where the chain of National Parks ends. There is no National Park, scenic, game, or recreational east of the Thousand Islands Park, lately opened up on the Upper St. Lawrence.

The great province of Quebec, with all its historic associations, its scenery, its forests, hills and waterways, has no National Park at all. New Brunswick, Prince Edward Island and Nova Scotia, are also among the missing, but surely are worthy of recognition if our Parks system is to be truly national in character. The reason, in the past, for this apparent discrimination is perfectly fair and we have nothing but praise and commendation for this policy.

The Western Provinces had large tracts of land which could be acquired by the Federal Government at little or no expense and they were admirably suited for the preservation of scenery and wild life.

However since the time that the original parks were established about 20 years ago their scope has been very much widened and now we recognize them not only as great centres of conservation but as a very important factor in directing the channels of our motor borne tourist traffic. We now have three general classes of National Parks:

1. Large areas for the preservation of game.
2. Scenic and recreational areas.
3. Historic sites.

The attractions which National Parks have to offer form a chain which has a great influence on the natural channels of travel. A National Park is an

objective, and a string of National Parks forms a chain of points of interest which the modern motor tourist follows as instinctively as he does a trunk highway.

It is unnecessary for me here to point out how many attractions Nova Scotia has for the traveller. Its rugged ocean coastline, its beautiful and varied scenery, its opportunities for both stream and deep-sea fishing; its big game and bird shooting and perhaps above all the wealth of its historic background. In these Nova Scotia has more than its full share of the tourist attractions which Canada as a whole possesses.

The CHAIRMAN: Mr. Baldwin, those excellent attractions are to be found in the three Maritime Provinces?

Mr. BALDWIN: Yes sir, in all of them.

It is the oldest province in Canada and the scene, not only of the first exploration on this continent, but of much of the historic struggle between the French and English for the possession of the New World.

As a part of our educational system National Parks are of great value as there is no way in which history impresses itself so vividly upon the mind as to visit the scene where history has been enacted.

While Historical societies have done a great deal of very good work in placing monuments to commemorate important events and our schools and colleges struggle to teach us Canadian history, still the general mass of the public is lamentably uninformed as to the early history of Canada.

It is on the historic and scenic side that Nova Scotia has its greatest appeal. Nova Scotia is the second smallest province in Canada, having an area of only 21,000 square miles. In fact the whole Maritime Provinces have only 1½ per cent of the total land area of Canada. Large tracts of Crown land are therefore not available for National Parks as they have been in the Western provinces. Surely, however, we make up for this lack of territory, both in the varied quality of our scenery and the wealth of our historic background.

It was in Nova Scotia that Canada began—and in the discovery of this continent by John Cabot, June 24, 1497, we have the basis of England's claim on the New World.

It is now generally agreed upon by most historians that Cabot landed at Aspy Bay in the extreme northeasterly tip of Nova Scotia and the first land sighted was Sugar Loaf or Cabot mountain, which was the "Prima Terra Vista" of this continent.

For a century and a half the struggle between the French and English for the possession of Canada centred chiefly in Nova Scotia—Louisburg, St. Anns, Annapolis Royal, and Halifax tell the story of this struggle more eloquently than any other part of Canada, not even excepting the city of Quebec. Yet comparatively few Canadians have ever seen them.

In Cape Breton we also have had Spanish and Portuguese settlements, abandoned trading posts and many other points of interest which are quite unknown to the average Canadian.

National Parks have great potential possibilities in the teaching of history and a recognition of this fact should form a definite part in our whole educational system.

It is not my intention to complain in any way that Nova Scotia has been neglected, so far as National Parks are concerned, because the natural development came logically from the West, but since National Parks are now such a tremendous factor in directing the course of modern tourist traffic it becomes very desirable that Nova Scotia should now have one or more National Parks within its boundaries.

In this connection, may I direct the attention of the committee to the suggestion contained in the brief submitted by Hon. A. S. MacMillan, then Acting Premier of Nova Scotia and Minister of Highways in the government of that

province, on the question of National Parks. Hon. Mr. MacMillan says: "This province has no National Park at present, although several locations lend themselves admirably to such development."

Unless we follow this suggestion the logical inference of the outsider, or uninformed Canadian, is, that since Nova Scotia has no National Park we have not sufficient attractions, scenic and historic, to warrant their establishment. I need not stress here the absurdity of such a conclusion but in the circumstances we cannot blame others for these impressions.

A pleasing feature of last year's tourist traffic in Nova Scotia was a marked increase in the number of visitors from the Upper Canadian provinces. Inter-provincial tourist traffic should play a very important part in bringing the problems of Nova Scotia before Upper and Western Canadians in a more sympathetic way and also in return we in Nova Scotia can learn much of what the problems of Upper Canada and the West are. In fact National Parks can play a big part in teaching us all to be good Canadians, with a national point of view and a broad outlook also to dispel sectional and provincial jealousies which have done so much in the past to hamper our national development.

Inevitably the greatest industrial development has concentrated in the central parts of the country. This is a fact we must recognize and while I am convinced the future will see a de-centralization with industrial activity spreading to the seaboard, for the time being we must meet conditions as we find them and deal with them accordingly. It is a recorded fact that the interprovincial balance of trade in commodities is adverse so far as the Maritime Provinces are concerned. Against this we are not necessarily complaining, but in recognizing it, we realize in the interests of the whole country, its contentment and prosperity, there is need for a flattening out of this adverse balance. Happily in the Maritimes we have the means at hand. We regard the Tourist Trade as one of our greatest industries capable of immense expansion—if the facilities for this expansion are provided. And it is obvious that the interests of the whole country demand a greater and more effective attention to the travel industry as affecting Maritime Canada in order that the unequal conditions I have emphasized be redressed. In our judgment this is a national, as well as a provincial matter and it is difficult precisely to determine where national responsibility ends and where provincial responsibility begins.

In one of the booklets issued by the Canadian Department of the Interior mention is made of the action of the Canadian and United States governments in uniting certain contiguous National Park areas in the two countries and therein it is stated that this action has "added another golden line to the story of harmonious relationships which have continued between the two countries for over a century."

Much as we rejoice in the amity and good will which characterize our international relations and much as we seek to foster this sentiment we must never forget that harmonious relationships between the provinces of Canada itself are even more admirable and more desirable. And personally I can think of no better means of promoting harmony and satisfaction within this Dominion than through the sympathetic understanding which results from interprovincial travel. Therefore any efforts we may put forth to encourage travel within Canada by Canadians will be amply justified not only in an economic but in a national and patriotic sense.

Just as the motor car and good roads practically created the tourist traffic of the present time aviation is sure to be a very important factor in the future. Careful attention should be paid now to the selection of well situated airports with the tourist traffic specifically in mind.

Nova Scotia is on what will be the greatest airway in the world, that between the large centres of Europe and the United States. Somewhere in the Maritimes

the terminus and natural distributing point for the trans-Atlantic traffic of the future, will be located.

There is not the slightest doubt that within a very few years regular trans-Atlantic air service, whether by airship or seaplane, will bring Nova Scotia within 20 hours of Europe and much can be done now by a national committee to make Europe conscious of the fact that Eastern Canada will soon be within easy reach and that Canada offers recreational facilities which Europe does not possess.

For many years perhaps the leader in urging the attractions of Cape Breton Island, scenic as well as historic, has been Senator McLennan of Sydney, who I am sure is capable of giving the committee most useful advice. One of his ideas that merits particular attention at the present time is that during the summer season some of the incoming liners should call at Sydney, or have a tender meet the ship, so that English travellers might have an opportunity to see the Maritimes on their way to Central Canada, instead of afterwards, or not at all.

Trans-Canada highways, trans-Canada airways and Trans-Canada National Parks should be joined together in one great national effort to stimulate, promote and develop the Tourist Industry of Canada.

The CHAIRMAN: Any questions?

Senator McLennan, we should like to hear from you.

Hon. Mr. McLENNAN: Mr. Chairman, I have not prepared a brief. I am flattered by the good opinion young Mr. Baldwin entertains for his elders and their views.

For half a century I have been very much interested in Cape Breton. Our principal historic site is Louisburg. It is said that the French Government considered the fortress of such vital importance that they equipped it with a much heavier armament than the Citadel at Quebec. Undoubtedly there was very severe fighting around Louisburg between the French and the English armies in their struggle for New France.

Of late years restoration work has been undertaken, and at an expenditure of a few thousand dollars the grass-grown ruins have been so skilfully treated that to-day but little more work must be done to show visitors the plan of this once formidable stronghold.

Coming down to modern times, I desire to emphasize what my friend Mr. Baldwin mentioned with reference to incoming liners calling at Sydney. The late Hon. Mr. Fielding deserves the credit for this. During 1907 and 1908 he arranged with the holders of the mail contract to have the trans-Atlantic boats land and receive the mails at Sydney. Four inward and five outward passages were made by the old steamers of the Allan Line. There is no record available of the calls made by the Canadian Pacific steamers, but they were few. The crowning glory was when the mails were landed in Sydney, transferred to the Montreal train, sorted, and at Montreal forwarded to Western points and distributed twenty-four hours ahead of the regular schedule governing the transfer at Rimouski. During the years while this was going on I had occasion to go to England practically every spring, and over and over again, when coming back, people upon learning that I was going to the Maritimes would say, "We hear they are very attractive. We would like to go there, but the distance is too great." What they knew as Canada was from Quebec westward.

Furthermore, this service added enormously to the attraction of the Maritimes as a possible place in which to settle, because people could leave their homes there and reach the United Kingdom within a week.

Then, as we all know, the Englishman and the European is notoriously addicted to sport. But fishing for game fish in the British Isles is confined to

people who are well-to-do. A man who landed at Sydney, Cape Breton, could fish there, in Newfoundland, Nova Scotia, or in New Brunswick. In the early days I have seen men come out from England with a whole retinue, to fish. That was when the Saguenay was practically unknown, and I have never known of anybody who did not go back satisfied.

I should like to submit to the Chairman some information which I have collected in relation to these trips. It is now on its way from Sydney.

The CHAIRMAN: We will appreciate it very much.

Hon. Mr. McLENNAN: I have forgotten whether I said that the route by the south of Newfoundland necessitates eighty miles additional steaming. But as things are now, it does not take long to go eighty miles. What I have mentioned would be of benefit to the tourists, to the people of the Maritimes locally, and to Canada generally. If it were arranged so that one first-class steamer a week should call I think it would for the present meet all the requirements.

There are many other things I could say about the Maritime Provinces, but apart from endorsing Mr. Baldwin's plea for parks, I think that is the main point I wished to mention. These parks in Cape Breton and Western Nova Scotia and elsewhere in the Maritimes would be of great service as game sanctuaries and would provide pleasure grounds not only for our own people but for the visitors that I think would come to us from Europe and the United States in greatly increased numbers.

In a few years the aeroplane will make a real difference in the matter of travel, and the thousand miles from Montreal or from Boston will be negotiated much more rapidly and more easily than it is now. It is the history of Bar Harbour, and such places, that the professional classes first were attracted to them. This was because they did not have to travel backwards and forward frequently, as does the business man, and make what they thought was a long journey. There are three or four similar settlements in Cape Breton, where people are making their permanent summer homes. Graham Bell came there, and I am sure that if his grandchildren knew what was going on here they would wish it well. They live at Beinn Bhreagh.

The CHAIRMAN: Mr. Baldwin, on behalf of the Committee I wish to express our appreciation of your kindness in coming here. It is heartening to those of us who are interested in the tourist development to have a citizen travel such a long distance at his own expense to appear and express his views on a national problem of such importance. I thank you very much.

Mr. BALDWIN: Thank you, Mr. Chairman.

The Committee adjourned until 7.30 p.m.

The Committee resumed at 7.30 p.m.

The CHAIRMAN: Honourable gentlemen, this is the final sitting of our Committee. I have pleasure in introducing Mr. R. U. Parker, Passenger Traffic Manager of the Eastern Steamship Lines Incorporated, New York. Mr. Parker, who was for years associated with the Dominion Atlantic Railway in Nova Scotia, is a well known Canadian and has been interested in the tourist business for more years than I care to think of. His company has a splendid fleet of ocean liners plying between the United States and the Canadian seaboard. Mr. Parker, we should like to have your views as to any recommendations we could make to the Government for the development of the tourist trade in Canada and from the United States to Canada.

Mr. R. U. PARKER, Passenger Traffic Manager, Eastern Steamship Lines Incorporated, New York:

Mr. Chairman, I thank you. I have been away from New York a good deal during the past couple of weeks, since the receipt of your letter, but before coming away yesterday I had an opportunity to dictate a brief, which if you will indulge me I shall have pleasure in reading.

THE EXPANSION OF CANADA'S TOURIST TRAFFIC

It is desired at the outset to express to your good self and to the members of your Honourable Committee, the deep appreciation of the Eastern Steamship Lines for the courteous privilege you have given us to humbly present certain thoughts relative to the further expansion of Canada's Tourist Traffic.

This is very material and an important matter to our Company, for we operate a fleet of modern passenger ships between various ports along the American coast extending from Norfolk, Virginia to and including the Maritime Province ports of Yarmouth, Nova Scotia and Saint John, New Brunswick, and also because of the fact that within the past five years we have built four passenger and cargo ships, especially for the Boston-Yarmouth, Boston-Saint John and New York-Yarmouth trade at a cost exceeding twelve millions of dollars.

The Company's newest liners the "Acadia" and "Saint John" which are 10,000 ton ships, were only launched and placed in service during the summer of 1932, and these two ships, laid down and built in depression years, are tangible evidence of the faith which our Executives have in the future of the tourist traffic to the Canadian Maritime Provinces.

The territory tapped by our United States terminal ports of Norfolk, New York, Boston and Portland is possibly the richest and the most productive of vacation travel in all America. In the development of this traffic our Company spends nearly a quarter of a million dollars a year in advertising and publicizing the territories for which we are building up a tourist trade, of which sum a very large proportion can be said to reflect and to directly feature the holiday attractions of Eastern Canada.

During the past few years, say since 1928, we have been watching a real change take place in the habits of the geni tourist, or we prefer to refer to him as a "summer vacationist". Prior to that time a large number of people who took vacations would pick out a place at the seashore or at some mountain or lake resort where they would go to a hotel or boarding house and remain at that place until the time came to go home. It is not so long ago when the same people would return year after year to spend their vacations in such beauty spots in the Annapolis Valley of Nova Scotia as Digby, Deep Brook, Clementsport, Annapolis, Kentville and Wolfville and on the Nova Scotian South Shore at Hubbards, Chester, Bridgewater and Shelburne, but today the tempo of life has changed, and along with other things the vacation habits of the American people have changed.

It is not necessary, for the purpose of this brief to examine in detail the processes which have brought this change about, but it exists, and two or three years ago, we found it necessary to quite materially revise some of our vacation travel operations, sales methods, and to make changes in the style of our advertising copy in order to keep up with current trends. Thousands of people began to spend their vacations touring in privately owned automobiles, sleeping in one place tonight and another place, a hundred miles or more away tomorrow night. The habit and desire for constant change of scene and for continuous movement, perhaps got its start in that way. In recognition of that desire, tourist companies began to charter trans-Atlantic liners to perform short sea cruises, some operators included two or more ports of call, others "Cruised to nowhere". The ships making these voyages carried smart dance orchestras, professional entertainers, and feature metropolitan night club activities. Today, ships which

combine wholesome high grade and enjoyable entertainment with cruising are filled to overflowing with a very substantial type of people. It was to meet these changing conditions that our company first developed a comprehensive program of moderately priced All-Expense Tours to the Maritime Provinces, which have contributed and will continue to contribute a substantial revenue to the hotel and transportation interests in that part of Canada. These permit the vacationist to know the total cost of his trip in advance and provide for his movement from one point to another and for a complete program of local sight-seeing.

It was this condition which also caused our company to begin last year the operation of special 3 and 4 day cruises along the Atlantic Coast, calling at Canadian ports. This we have been able to do without interruption of our regular port to port services.

Thousands of sales have been made by the Eastern Steamship Lines to Nova Scotia, New Brunswick and Prince Edward Island through the help of these travel devices during the past two years, to people whose summer vacation expenditures range from \$50 upward, but where hundreds exist who can purchase trips into Canada at an expenditure in excess of \$50 or \$75, thousands exist who cannot pay that amount but will go there if we can develop a 5 or 6 day trip which can be sold in New York or Boston for \$35 or \$40. Contemplation of this requirement and of its mass sales possibilities, has lead us to study the growth and operations of the Youth Hostels Associations which within the past 2 or 3 years have swept over Europe, and there are reciprocal arrangements between the respective organizations of England, Scotland, Ireland, France, Belgium, Denmark, Holland, Switzerland, Norway and other countries.

The working of these associations is best described by quoting from a publication of the English Youth Hostels Association. The objects of the association are:

(a) To help all, but especially young people, to a greater knowledge, care and love of the countryside, particularly by providing hostels or other simple accommodation for them in their travels.

(b) To promote the co-operation of national voluntary organizations, statutory authorities and individuals and to take any other action calculated to further the above purpose.

Founded in 1930 under the auspices of the National Council of Social Service, the Youth Hostel Association has now established over 150 hostels throughout England and Wales. These are situated along the Pilgrim's Way in Devon, Exmoor, The Wye Valley, North and South Wales, the Peak, Lakeland, the Yorkshire Dales, Northumberland and many other districts. They are arranged in chains and enable walking or cycling tours to be undertaken at the lowest possible cost. More hostels are contemplated and will be established as soon as circumstances permit.

Buildings of pleasing variety have been adopted for the purpose. Some are of historic and archaeological interest, others are quite modern. Sometimes rooms in a school or guest house suffice. The accomodation is of the simplest, but bed and blankets and somewhere to wash and cook are provided in all cases.

Only members of the Association can use the hostels. They may be either walkers or cyclists, but not motorists. The yearly subscription is five shillings for those over twenty-five years of age, two shillings and six pence for those under; whilst life membership can be obtained upon a single payment of three guineas. The charge at all hostels is one shilling per night.

The greater part of the country has been divided into regional areas and a council formed for each. These councils draw their membership from and are responsible for the hostels in their respective areas.

Arrangements have been made with the railway companies whereby members undertaking bona fide walking or cycling tours travelling out to one station and returning from another can, upon production of vouchers issued by the Association, buy tickets at a reduction from the ordinary fare. They are not sold for one single journey only.

We have given considerable thought to the possibilities inherent in such a development, transplanted to this side of the water, but concluded that it is doubtful if the American people can be interested in such a movement, handled just as it is on the other side, but we are convinced that a development based on this idea is possible, that our people are willing to pay more and receive more in the way of service than the members of the Youths Hostels Associations receive.

What ideas we have formed in this connection have naturally to do with conducting such operations in the Maritime Provinces, and in connection with the work there we would propose to utilize rail, motor cars, hiking, canoe cruising on rivers under the supervision of registered guides and even fishing schooner cruising along the coast, as methods of getting from point to point.

The type of outing we have in mind is best described by the following example:—

SIX-DAY BLUENOSE TRAIL TRIP

DETAIL OF ROUTE AND SCHEDULE

Sunday—Lv. Boston, Eastern Steamship Lines,

Monday—Due Yarmouth,

Monday—Lv. Yarmouth, Dominion Atlantic Railway,

Monday—Due Annapolis.

Lunch and visit Fort Anne at Annapolis. By car, bus or horse-drawn vehicle to the Thomas Camps at South Milford, stop overnight with supper and breakfast included.

Tuesday—Canoe or motor boat cruising through Milford Lakes and into the Maitland River to Maitland (Queens Co.), lunch en route, arriving Maitland in evening in time for supper, stop overnight at one of the guides hunting camps in the vicinity or at a farm house, and breakfast there before departure the following morning.

Wednesday—Use motor cars or horse-drawn vehicles to White Beach Lodge at White Point Beach, providing proper rate and arrangements can be made there to take care of these parties overnight with supper and breakfast.

Thursday—Hike to Port Mouton, there to board a fishing schooner equipped with auxiliary power, cruising along the coast to Shelburne. Lunch and supper supplied on schooner, bed supplied at inn or farm house upon arrival at Shelburne.

Friday—Breakfast and lunch in Shelburne, board Canadian National train in afternoon for Yarmouth, transfer upon arrival to steamer.

Friday—Leave Yarmouth Eastern Steamship Line.

Saturday—Due Boston.

This is but a very rough outline characteristic of the form which such trips might take, neither full details of cost or of performance have been developed, and changes might be required, but it will serve to indicate what we have in mind.

Several such trips would be planned, each in a different section of the country. Use might be made of certain camps now available on rivers and lakes in the

woods of Nova Scotia and New Brunswick and Prince Edward Island. Such trips would provide employment for the country's licensed guides through the Summer season, an off period with them, between the Spring fishing and Fall hunting.

The CHAIRMAN: It seems to me consideration should be given to Liverpool, Lunenburg, Chester and Halifax. They are all rich in historic interest.

Mr. PARKER: I felt we had half a dozen such trips. One would go to Halifax, another would go to Annapolis, and there would be two or three on the South Shore. This has to be taken as a specimen of the type of trips we have in mind.

The CHAIRMAN: I appreciate that.

We feel there is an opportunity here for colourful advertising and a fresh presentation of the wonderful out-of-door life which the Maritime Provinces can offer in such attractive form.

The Canadian Pacific Railway, as you doubtless know, have, within the past year or two organized "The Trail Riders" and the "Sky Line Trail Hikers" in connection with their Rocky Mountain activities. Such American magazines as the "Cosmopolitan" are running articles on hiking and out-of-door life. The current issue has such an article. Lucky Strike Cigarette advertisements are featuring out-of-door life and people. There seems to be a new and distinct trend in that direction.

I was in a studio the other day where they were working out some advertising pictures for the Reynolds Lucky Strike tobacco firm. The instructions were to show everything out of doors. One beautiful picture I recall depicted a couple yachting on the Sound, and another showed a group of hikers with knapsacks on their backs. There is a very definite trend in the United States towards that kind of life.

In corresponding with Mr. G. Murray Gibbon of the Canadian Pacific Railway some time ago with reference to their experience in this matter (Mr. Gibbon, I believe, has already appeared before you) that gentleman kindly advised us as follows:—

Hikers do not like to walk on high roads, and I think if you want to develop hiking in Nova Scotia, you will have to make a survey of the footpaths on the small country roads. I think in the centre of Nova Scotia at any rate, you would have to combine hiking with canoe trips.

In England the hiker has the advantage of an old law, which brings within the public domain any footpath that has been used by the public for twenty years, so that England has a network of field paths, all of which are registered on the government ordinance maps.

I am convinced that hiking is on the increase on this side of the Atlantic, though I doubt whether it can develop to the same extent as it has been developed in Europe.

We share in Mr. Gibbon's opinion and feel that while the American people will welcome a certain amount of hiking, a majority of them would not want to hike during an entire outing.

A starting point in this direction must be the development of proper local organization in the Provinces themselves, and the tying up with such organizations of such groups in the United States as the Adirondack Mountain Club, The American Alpine Club of Philadelphia, the Appalachian Mountain Club of Boston and New York, the Yosian Walking Clubs of New York and vicinity, the Campfire Girls of America, various camera clubs and there are many other similar groups who can be interested and sold.

The Eastern Steamship Lines is ready to do its part, both as to low party rates to the points we serve, to co-operate in the work of organization and in advertising and publicity. We are convinced that a new mass volume of Summer vacation travel awaits the section of country which first organizes and makes such trips possible to the American public, and it will be a traffic that will, in the aggregate yield a substantial monetary return to the districts and agencies engaged in handling it.

May we suggest the early formation in New Brunswick, Prince Edward Island and Nova Scotia of strong and active committees with whom our representatives might meet for a further study of this project.

It may be feared in some quarters that such a development will harm your regular hotels. We believe, however, it will be generally realized that people who have but \$35 or \$40 to spend for a 6-day vacation are not the type who contribute hotel revenue. They will never visit Canada unless it can be made possible through some such arrangement as the above.

Our company have a financial interest in certain Canadian Hotels and fully recognize that the fundamentals of a large and remunerative summer vacation traffic is dependent upon the strongest possible support of the hotels and the hotel people and we will continue our efforts to increase that regular and "Staff of Life" traffic, and to feature them in our advertising and publicity work.

I have here, sir, one or two copies of the Scottish and English Youth Hostel Books, which you may like to look over.

The CHAIRMAN: Thank you, Mr. Parker.

Mr. PARKER: Here are also a few copies of an All-Expense Tour pamphlet, of which we issued 50,000 copies in our Boston area and a similar edition is coming off the press this week for the New York territory.

The CHAIRMAN: That is through the Maritime Provinces and Quebec.

Mr. PARKER: That is practically Nova Scotia, New Brunswick and Prince Edward Island.

Hon. Mr. MACARTHUR: Do you arrange for shore trips in this All-Expense schedule?

Mr. PARKER: The All-Expense vacation is entirely a shore trip. We take the people on our ships to these terminals, and then they go from point to point in the provinces.

Hon. Mr. MACARTHUR: They are sight-seeing on their own?

Mr. PARKER: Yes, in individual groups.

I think, Mr. Chairman, you may be interested to see a copy of an ad. featuring golf at Digby, which is scheduled to appear in the next number of the American Golfer. During the past winter I got in touch with Mr. Shea, and in the next issue there will be an illustrated map of Nova Scotia featuring all the golf courses in the province.

The CHAIRMAN: Mr. Parker, this is an excellent brief. It gives an entirely new viewpoint and is thought-provoking in the extreme. Would you kindly tell the Committee, if you care to, approximately how much your company is spending in publicity annually to attract tourists to the Maritime Provinces?

Mr. PARKER: We spend altogether a sum that ranges between \$225,000 and \$250,000 a year. Of that amount probably \$25,000 is spent in publicity, the other being spent purely in advertising copy.

The CHAIRMAN: You mean in display advertising?

Mr. PARKER: In newspapers and magazines, yes.

The CHAIRMAN: That is the bulk of the \$250,000?

Mr. PARKER: Yes.

Hon. Mr. MACARTHUR: And you have display window advertising?

Mr. PARKER: Yes, such as in New York, on Fifth Avenue.

Hon. Mr. MACARTHUR: I have seen that.

Mr. PARKER: While you are dealing with the tourist industry from coast to coast in Canada, I know that during the hearings by this Committee you have been told a general story relating to the whole tourist industry. And I felt that I could perhaps be of most assistance in presenting what we feel is a new angle, a new way to go at the business. Since my term in the United States I have noticed that every so often the people seem to get out of the habit of doing things they have been doing and that their fathers have been doing for years. These changes come about more rapidly than they used to. In the past five years we have spent a lot of thought and study on trying to keep abreast of the situation. I am convinced that there will be a quite substantial trend towards more outdoor life. The people are getting fed up on swank and dressing up. Of course there will always be a lot of people who go in for that kind of thing, particularly the older people, but the younger people are not getting as big salaries to-day as they used to, and they are going in more for outdoor life. I feel that if we could work out some program for selling a trip to the Eastern Provinces at around \$25 to \$50 that we would add thousands to the numbers who are going to those provinces now.

Incidentally, I was in Boston day before yesterday talking to our President and I told him that I was coming here. Our President is Mr. A. B. Sharpe. He has occupied his office only a few months. He is a young man, only about forty-two years of age, who used to be with the Shipping Board in Washington. He is making himself exceedingly well liked in New England and in New York, in the territories served by our company. He wished me to say to you, Mr. Chairman, and the members of your Committee, that it would be the greatest pleasure to us to have you as our guests on our services some time during the summer. And the thought occurred to me that perhaps you would like to come over to New York as a group and make the run to Yarmouth on the new Acadia after she goes into service. The service opens up on the 15th of June and will be carried on during the Mondays and Thursday after that. That invitation naturally includes your ladies.

The CHAIRMAN: Mr. Parker, I shall have very great pleasure in conveying the invitation of your President to the members of our Committee. We appreciate the kind invitation very much and you will hear from us later. I know that some of us will take advantage of the invitation.

Have you had an opportunity of reading some of the evidence that has been given here?

Mr. PARKER: I have, and I have been greatly interested in it. I think you have got a fund of amazingly fine material. I did not know until I read in the evidence of your proceedings that the Champlain was coming up in connection with this Jacques Cartier celebration. It seems to me there should be some body or some source from which information of that sort could be transmitted to us travel people in the United States, particularly to those of us who are working for Canadian traffic.

The CHAIRMAN: This Committee was appointed on Thursday, April 26. The Right Hon. Arthur Meighen, leader of the Senate, moved that a special Committee be appointed to consider the immense possibilities of the Tourist traffic, to inquire as to the means adopted by the Government looking to its encouragement and expansion, and to report back to the Senate. We have made two coast to coast surveys since then. One of these has been made through the provincial governments and tourist bureaus, by means of the appearances here of representatives of the different provinces, and the appearance of interested citizens, and in some cases we have had briefs sent to us from people who could not be present. And

we have also had the advantage of having before us representatives of the railway and steamship companies. In addition to that the Canadian Association of Tourist and Publicity Bureaus has made a survey of their organizations from coast to coast. We have collected a wealth of information. I think we have on the records here a complete story. We have had wonderful co-operation from the officials of the various departments in Ottawa, the Parks Branch, the Motion Picture Bureau, the Department of Trade and Commerce, the Radio Commission, and so on. The problem that faces us is the making of our report to the Senate as to how in our opinion the tourist industry can be developed. You have given us some very valuable suggestions and I am going to ask you for your view as to whether or not it would be a benefit for Canada to have an organization devoted exclusively to the development of the tourist industry, through means of publicity, personal contact, and so on.

Mr. PARKER: I think great possibilities exist in a proposal of that type. In Bermuda, for example, there is a semi-governmental organization called the Bermuda Development Board. On Sundays in the early part of the fall and during the winter months, and even up to the present time, you will see half pages and whole pages in the New York Times travel section and in the New York Herald Tribune. The Board has been running half pages of marvelous colour stuff. Last year there were 10,000 people taken to Bermuda on a cruise in regular liners. We had the "St. John" and the "Yarmouth" filled to capacity. Those vessels were sold out three weeks in advance and we had to cancel our advertising three weeks in advance. We could have sold the space twice over.

The CHAIRMAN: Have you any idea how much revenue Bermuda derives from the tourist industry?

Mr. PARKER: I have not sir, but I could get that for you.

The CHAIRMAN: How long would it take?

Mr. PARKER: I could cable to-night and probably it would be a week getting here because there are only two trips a week from there now.

The CHAIRMAN: Could you send a cable at our expense and get a reply to-morrow?

Mr. PARKER: If you draft the cable, it could be sent to Mr. H. H. Jones, Secretary, St. Georges Chamber of Commerce, St. Georges, Bermuda. You could sign my name to it and address it from Ottawa, and I know you will get an instant response.

Hon. Mr. MACARTHUR: Are wines and beers sold on your boats now?

Mr. PARKER: Yes.

Hon. Mr. MACARTHUR: Do you find it advantageous or not?

Mr. PARKER: We have not found it an adverse feature. The people do not seem to get as noisy as they used to under the old laws. Their behaviour is superior now.

Hon. Mr. MACARTHUR: And it is considered to be a good accommodation.

Mr. PARKER: They all seem to enjoy it. I was talking to our Purchasing Agent from Saint John to New York the other day and he told me that the sales on the New York line were running around something like \$3,000 a week, that is on the Boston-New York line.

Hon. Mr. MACARTHUR: Did you ever consider a service to Prince Edward Island?

Mr. PARKER: We have frequently given thought to it. I have itineraries in my files now covering a trip to Prince Edward Island. The trouble is that the cruise there adds too many days. We have to make these cruises runs longer than three or four days. This summer we are operating a tour from New York

to Yarmouth and Saint John on the S.S. Acadia. The trip will last three and one-quarter days and will be sold at a minimum of \$27.50. The bedroom suites, with twin beds and private baths, are sold at \$55 a bed, so we get \$110 out of those rooms. These are the first ones sold, then the intermediate group of rooms is taken up.

Hon. Mr. MACARTHUR: Years ago we had the Plant Line, and we never could understand why when that was discontinued some other company did not take up the service.

Mr. PARKER: There was talk of a ship canal at one time. I have never said much about it because I considered it one of those remote things, but if there was such a canal you would have the big trans-Atlantic ships calling at Prince Edward Island. And if the St. Peter's canal were deepened, big ships would be cruising up through the lakes there.

Hon. Mr. MACARTHUR: You spoke about traffic to and from Prince Edward Island. I do not remember any excursion rates during the last year.

Mr. PARKER: We had an Easter excursion to and from Prince Edward Island via our Boston-Saint John line. The sail I think took place two or three days before Easter and the periods were for fourteen days.

Hon. Mr. MACARTHUR: Do you mean this last Easter?

Mr. PARKER: Yes. We also had one at Christmas and last fall, and there is a possibility that we will operate an eight or ten-day excursion in July.

Hon. Mr. MACARTHUR: Via Saint John?

Mr. PARKER: Yes.

Hon. Mr. MACARTHUR: We have more Prince Edward Islanders in the New England states than we have on the Island.

Mr. PARKER: Yes, so I believe.

Hon. Mr. MACARTHUR: They and their neighbours and friends come with them to the Island on visits. What we would like, of course, is a more reasonable period for return.

Mr. PARKER: We give a longer period than those \$12 excursions give; we give from ten to twelve days, sometimes fourteen days.

Hon. Mr. MACARTHUR: I would not presume to tell you how to run your business, Mr. Parker, but if for a short period in the height of the summer season you tried out a few of your excursions, say, to Charlottetown and Summerside, I think you would find them profitable.

Mr. PARKER: We propose to operate more of them. We operate all of the Prince Edward Island excursions to Saint John because the connections are so much better there.

The CHAIRMAN: Mr. Parker, in 1920 and 1921 the expenditure of foreign tourists in Canada was approximately \$75,000,000. In 1929 that had increased to more than \$300,000,000. In 1933 it dropped to approximately \$150,000,000. As a practical travel man, is it your opinion that with an aggressive publicity campaign featuring Canada we could increase that business substantially over a period of five years?

Mr. PARKER: Yes, sir.

The CHAIRMAN: With an aggressive campaign, similar to this campaign of yours, right across the United States with radio, lectures, and other publicity would you expect to develop this tourist traffic in five years to a maximum of \$500,000,000?

Mr. PARKER: I would say it is not an impossible thing to do. I think you could well bring that very close to \$500,000,000 with an aggressive campaign

waged with the same constancy and the same vigour that Bermuda has waged her campaign.

The CHAIRMAN: Do you think it is too late this year to do some effective publicity work by radio and other means to attract tourists to Canada?

Mr. PARKER: It is not too late if the material is ready at the present time, or could be made ready very quickly.

The CHAIRMAN: Starting, say, the middle of June?

Mr. PARKER: Yes, I would not advise, however, that you spend what you would ultimately plan to spend when you got going.

The CHAIRMAN: Certainly not. But I mean for a spot campaign?

Mr. PARKER: For a spot campaign it is not a bit too late.

The CHAIRMAN: To bring effective results?

Mr. PARKER: To bring effective results. There is a great deal of fallacy in the thought advanced by certain groups of advertisers that it is necessary to begin advertising for the summer tourist travel in April. I think a great deal of that effort is wasted. People are not ready to consider making their holiday plans so early. I believe if you begin in the middle or the latter part of May you are in good time to catch interested people. We are not going to begin our advertising on the New York-Yarmouth service until the last week of May, and that is 100 per cent bona fide tourist travel.

The CHAIRMAN: You have not started to tell the story?

Mr. PARKER: We have not started to tell the story. We have not issued a thing except printed matter. We have some more of it coming off the press this week. The big problem in a campaign of that kind is to get proper distribution of your printed matter. Organize first before you start that. But your spot advertising campaign, backed by printed matter sufficient to send to people who write to your central bureau, is a thing that can be accomplished very quickly.

The CHAIRMAN: Mr. Parker, if it was the desire of this Committee, would your associates in New York and Boston co-operate with an advisory council here in Canada?

Mr. PARKER: We would very gladly co-operate, sir.

The CHAIRMAN: How many years have you been identified with transportation in tourist matters?

Mr. PARKER: Thirty years.

The CHAIRMAN: And it is your considered judgment that with an effective organization and reasonable publicity judiciously planned that Canada can develop over a period of five years approximately \$500,000,000 worth of tourist travel from the United States?

Mr. PARKER: I think that is a reasonable possibility.

Hon. Mr. MACARTHUR: Mr. Parker, do you run your Boston-Saint John trips both direct and intermediate as you did years ago, or do you run a separate freight service for the intermediate ports?

Mr. PARKER: The present service is direct. There are no intermediate ports of call between Boston and Saint John. The new steamer *Saint John* is on the route during the summer months; in the winter months the *Evangeline*.

Hon. Mr. MACARTHUR: What about your freight?

Mr. PARKER: They are both freight and passenger carriers. We have two round trips in the winter months and three in the summer months.

Hon. Mr. MACARTHUR: To the intermediate ports?

Mr. PARKER: Direct. We have abandoned the intermediate ports.

Hon. Mr. MACARTHUR: Years ago you used to have slow trips and fast trips.

Mr. PARKER: Yes.

The CHAIRMAN: Mr. Parker, do you find the people of the United States are friendly to Canada and want to come here?

Mr. PARKER: I have lived in the United States since 1922. I went there from Nova Scotia with a somewhat uncertain feeling as to the extent of their friendly interest in Canada. I was amazed to find that there was the most genuine sentiment of appreciation and admiration for things Canadian. I feel that as time goes on that sentiment is being deepened. I have yet to meet a person who does not speak well of Canada.

The CHAIRMAN: Is it not a fact, Mr. Parker, that many well-to-do people in the United States are impressed with the security of conditions in Canada and the law-abiding features of Canadian life, and would like to make their permanent home here?

Mr. PARKER: I have a feeling that there is a sentiment of that type.

The CHAIRMAN: I know that in Nova Scotia during the past few years several prominent men from New England cities, New York city, and as far south as Washington have mentioned that they would like to come and make their home in Canada.

Mr. PARKER: Yes.

The CHAIRMAN: We have had considerable discussion as to whether, if the Federal Government here decided to carry on a publicity campaign, it would be advisable to undertake it in the name of the Dominion or of an association. What is your view?

Mr. PARKER: That is a thing I should like to give a little thought to. If you are sending out your publicity material through a press bureau, which would be the natural course to take, I am trying to think whether it would be received better from the Canadian Government or from an organization.

The CHAIRMAN: An organization such as the Canadian Travel Development Bureau?

Mr. PARKER: Some material might be issued through a Canadian development bureau; but I believe you would find it more successful in the long run to get over a good portion of your campaign through some private agency.

The CHAIRMAN: Then is it your view, Mr. Parker, that the organization of a national body, with headquarters, say, in Ottawa, working in co-operation with the departments here and with the provincial departments and tourist bureaus, would be a constructive step forward?

Mr. PARKER: I believe it would be of tremendous value to Canada in its desire to build up additional tourist travel.

Hon. Mr. MACARTHUR: I am wondering if Mr. Parker fully understood the significance of your question, Mr. Chairman, as to advertising going out under the imprimatur of the Canadian Government. Might it not stir up some resentment and invite counter propaganda?

Mr. PARKER: I think that is worth thinking about too.

The CHAIRMAN: In other words, that those interested in travel in the United States might retaliate.

Mr. PARKER: Yes, big organizations, big transportation lines, such as the Pennsylvania Railroad, which is very powerful, and the Union Pacific, might call upon Washington to start a similar organization.

The CHAIRMAN: Mr. Parker, you have told us about the Eastern Steamship Company and its program from New York and Boston to points in the United States and Canada on the Eastern coast. What is being done in that

respect down there may also be done by similar companies on the Pacific coast, by way of attracting people to British Columbia, Alberta and Saskatchewan?

Mr. PARKER: There are wonderful opportunities for that. You have Chicago to work on in the Middle West. Canada has wonderful opportunities throughout the country, the Great Lakes district, the Muskoka region, and so on.

The CHAIRMAN: Your suggestions do not apply exclusively to the Maritimes?

Mr. PARKER: No sir. I dealt with the Maritimes because I am more familiar with that region. Some mention was made of motion pictures. You will be interested to know that the Eastern Steamship Lines are showing in the vicinity of Boston and New York on the average four times a week, a film which we had made a year ago called "Eastward Ho!" That pictures a trip from New York and Boston to the Maritime Provinces.

The CHAIRMAN: You think that moving pictures could be used to advantage?

Mr. PARKER: They are excellent.

The CHAIRMAN: And radio?

Mr. PARKER: And radio.

The CHAIRMAN: Is it too late this season to use the radio in a spot campaign?

Mr. PARKER: With respect to the Apple Blossom Festival which is being held in the Annapolis Valley at the end of this month, if you had a well organized program that could be put on the air it would be very helpful in drawing people to that section of the country. You have to pick out spot things, things of historical or dramatic value.

The CHAIRMAN: Mr. Charlesworth, the Chairman of the Radio Commission, was with us to-day and it was suggested to him that there should be a broadcast across Canada concerning the Apple Blossom Festival. A capable man could describe in a very attractive way the Land of Evangeline on Apple Blossom Sunday. Do you think if a broadcast of that kind were put on the air in New England and New York state it would have much effect?

Mr. PARKER: It should be very valuable.

The CHAIRMAN: Will you be prepared to co-operate with Mr. Charlesworth in connection with that?

Mr. PARKER: In every way.

The CHAIRMAN: What time are you leaving here?

Mr. PARKER: I am here to stay as long as you would like me to.

The CHAIRMAN: Would you see Mr. Charlesworth to-morrow morning?

Mr. PARKER: I should be very glad to.

The CHAIRMAN: Other special events could be treated by the Radio Commission in a similar way, perhaps?

Mr. PARKER: The opening of the Canadian Parliament last January was broadcast and my family heard it in northern New Jersey one afternoon. They told me that it was a wonderful program, very dignified, with some very good music. It was an outstanding piece of publicity work and I heard of it from other quarters.

Hon. Mr. MacARTHUR: Prince Edward Island figures in the Jacques Cartier celebrations. I have not got the date but I can get it for you before you leave. If you could have your special excursion synchronize with that time, I think it would be a good thing.

Mr. PARKER: We will be glad to do that.

The CHAIRMAN: I was told to-day by a representative of the Canadian Airways that in July every year, up beyond Great Bear Lake within a few hundred miles of the Arctic Circle, they have a picnic, and they fly hundreds of people in there. Would it not be a wonderful feature to broadcast a picnic in the Arctic Circle?

Mr. PARKER: It certainly would. That is one of those features in which Canada would have no competition.

The CHAIRMAN: Mr. Campbell, have you any questions to ask?

Mr. CAMPBELL: No sir. But may I make a statement for the information of Senator Horner? Owing to the expenditures by the Federal Government on roads and national parks we have devoted most of our attention to the development of tourist traffic west of Chicago and west of Winnipeg.

The CHAIRMAN: Mr. Parker, there is one other point I should like to mention to you. The Director of Publicity for the city of Ottawa told us yesterday that last year it was estimated 66,000 people visited the Parliament Buildings, that the annual average of visitors runs from 60,000 to 100,000. It was suggested that we have an office or bureau in the Parliament Buildings, for the purpose of distributing publicity concerning Canada as a whole and the various provinces. And it was also suggested that in that bureau we have sound motion picture equipment and exhibit a picture that would take half an hour to run off, displaying the attractions of Canada from coast to coast. What effect do you think such a picture would have on visitors from the United States?

Mr. PARKER: It would be a marvellous thing if you could get sufficient publicity of the fact that the picture was being shown. You would need to have the office easily accessible, so that people would get to it soon after they came into the Building. If they had to hunt around for it they would not take the trouble.

Hon. Mr. MACARTHUR: The guides in the Building are always present and they direct tourists.

Mr. PARKER: Then it would be a splendid thing. I think it is a very fine suggestion.

Hon. Mr. HORNER: One of the main attractions for tourists to this country is the wild life. There is a point that has not been stressed before this Committee, and that is the laxity in the enforcement of our game laws. In my opinion if these laws are not more strictly enforced our wild life will rapidly disappear and we shall lose one of the biggest feature attractions for tourists from other countries. Instead of confining themselves to shooting two or three deer, as the law allows, some men will shoot a fairly large number. I know of one instance where a man was caught with eighteen deer that he had shot in the winter months, yet he got off with a suspended sentence. He was a single man with no one but himself to support, and he had been suspected of poaching for years. I think that if a tourist bureau is established, one of its duties should be to see that the game laws are more strictly enforced, in order that we may preserve our wild life.

The CHAIRMAN: We are indebted to you, Mr. Parker, for your inspiring brief. Will you kindly convey to your president and your association in the Eastern Steamship Lines our sincere appreciation. We hope to work in the closest possible co-operation with you in the development of tourist traffic between the United States and Canada.

Mr. PARKER: Thank you, Mr. Chairman and gentlemen. It has been a pleasure to me to come here. I feel that we were complimented by your kind invitation to attend.

The CHAIRMAN: Gentlemen, this concludes the detail work of the Committee. As I said this afternoon, starting to-morrow morning we shall begin the preparation of our report, and if any other members of the Committee care to assist those of us who have undertaken this work we shall be glad to have their co-operation.

The Committee adjourned until Tuesday morning at 10.30 o'clock.

BRIEF FROM CANADIAN AUTOMOBILE ASSOCIATION

OFFICE EXECUTIVE COMMITTEE, LUMSDEN BUILDING, TORONTO.

May 16th., 1934.

Special Committee on Tourist Traffic,
The Senate of Canada,
Ottawa, Ont.

SIR.—May I extend to you and the Honourable Members of your Committee, the congratulations of the Canadian Automobile Association on your activities in relation to Tourist Traffic, and express the hope that as a result of your inquiries, appropriate action may be taken by the Government of Canada.

The Canadian Automobile Association is an organization in which are federated the recognized associations of automobile owners in each of the Provinces of Canada, with which in turn are allied the recognized local Automobile Clubs. The Association and its constituent Clubs also have reciprocal relations with the recognized Automobile Clubs in the United States and throughout the World and are thus in a position to accomplish a great deal in the development of Inter-Provincial and International Motor Tourist Traffic.

The recognized Automobile Clubs, in fact, are the chief centres for the dissemination of touring information to Motorists, and no appraisal of the important factors in relation to Tourist Traffic would be in proper perspective without due consideration being given to the place occupied by these Clubs.

As a matter of fact, the Automobile Clubs have been pioneers in the development both of good roads and the natural result of such roads—the development of Tourist Traffic.

The Canadian Automobile Association and its constituent Clubs were largely responsible also for the removal of barriers to International Touring which formerly existed in the shape of vexatious restrictive customs and licensing regulations. The Automobile Clubs were the first to realize the possibilities of Motor Tourist Traffic, and nearly thirty years ago began their efforts to secure the free passage of motor vehicles between the Provinces of Canada themselves, and between the Provinces of Canada and the States of the United States. The efforts of the Automobile Clubs over a period of many years finally resulted in Inter-Provincial and International reciprocity in motor vehicle permits, without which reciprocity, Motor Tourist Traffic could not possibly have developed to its present proportions. Similar action with respect to the removal of customs restrictions finally secured the issuing of Tourist Permits of a liberal character, without which, also, International Motor Tourist Traffic would have remained of small proportions.

The crowning achievement of the automobile clubs was in giving impetus to the Good Roads Movement, and thus securing throughout Canada the network of fine highways now enjoyed by motorists of Canada and visiting motor tourists.

The automobile clubs have also interested themselves in subsidiary factors having an important bearing on motor tourist traffic, such as the improvement of hotel accommodation; the opening up of public resorts and playgrounds to the motor tourist; the preparation and distribution of suitable road maps and road guides, showing in detail the special requirements of those who travel by motor car.

The automobile clubs of Canada each year furnish touring information to hundreds of thousands of United States motorists visiting this country, and through close contact with more than 1,000 automobile clubs in the United States, are in a position occupied by no other organization, to assist in the development of international motor tourist traffic.

Because of the enormous volume of international motor travel, uniformity in traffic regulations between Canada and the United States has become of increasing importance in the interest of public safety on the highways. The automobile clubs of Canada and the United States have co-operated extensively in the shaping of legislative programs relating to traffic control, with this object in view.

In the course of its campaign for reciprocity in motor vehicle permits, the Ontario Motor League, one of the constituent clubs of the Canadian Automobile Association, brought together on the same platform at its annual meeting, the Secretary of State for New York State, the Honourable Francis M. Hugo, and the Minister of Highways for Ontario, the Honourable F. D. McDiarmid. In a dramatic gesture, Mr. Hugo, concluding an eloquent address, turned to Mr. MacDiarmid and said: "As the representative of the State of New York, I extend to you the right hand of fellowship and assure you that within twenty-four hours from the time when your Government agrees to admit motor cars from New York State on New York licences, the State of New York will admit motor cars from the Province of Ontario on Ontario licences". The forcefulness of Mr. Hugo's plea was accentuated by the fact that he himself had been born in Canada and had graduated from Queen's University, Kingston, before going to the States.

Mr. Hugo's challenge was taken up by Ontario and on May 19, 1916, reciprocity in motor vehicle licences took effect between Ontario and New York, to be followed soon by reciprocal agreements between most of the provinces of Canada and the states of the United States. The tide of tourist traffic set in soon to become a raging torrent, with the development of a network of paved highways throughout the Province of Ontario.

The phenomenal growth of motor tourist traffic in Canada has, in the main, been a by-product of the road paving which has been done. In this connection it is interesting to recall that the Honourable Mr. Hugo in addressing the members of the League in 1916 said: "Go ahead and build your paved highways, and we Americans will come over and pay for them". This prediction has since literally come true.

Speaking at a recent annual meeting of the Canadian Automobile Association, Mr. Ernest N. Smith, executive vice-president of the American Automobile Association (an organization of nearly 1,000 automobile clubs), said that in order to increase its volume of tourist traffic, Canada should go ahead and build additional highways so the motor tourists might be given wider horizons. The completion of the Trans-Canada Highway, Mr. Smith declared, would have as a result an extraordinary increase in tourist traffic, and also an increase in the average duration of time spent by motor tourists in Canada, with consequent increase in the average expenditure made by them in this country.

Our association at its annual meeting held in Vancouver in October, 1930, by unanimous resolution petitioned the Federal Government to adopt a permanent policy of federal aid to the provinces in the construction of main highways, and urged the passing of such legislation by the Parliament of Canada as would

provide for the setting apart of the Trans-Canada Highway as a national highway with provision of the funds required to assure the construction of the unconnected sections immediately. The present Government is pledged to the development of the Trans-Canada highway as a federal responsibility and at the annual meeting of our association held in Toronto in September, 1931, a resolution was unanimously passed expressing appreciation to the Government of its action in taking definite steps to bring into being a completed Trans-Canada highway. The value of this highway to Canada in terms of tourist traffic revenue, national integration and international prestige will be inestimably great according to the considered opinion of eminent authorities.

The completion of the missing links of the Trans-Canada highway, to which the former president of our association, the late Dr. P. E. Doolittle, devoted many years of his life, thereby well meriting the title "Father of the Trans-Canada Highway"—is being looked forward to with eagerness by the motor vehicle owners of Canada, who are becoming increasingly impatient that physical barriers should prevent the free circulation of motor vehicles between all of the provinces of Canada. It is the earnest hope of the Canadian Automobile Association that the work on the national highway will be carried to completion at the earliest possible date.

Great results in relation to motor tourist traffic can only be achieved by great efforts over a period of time, and while a temporary stimulus might be given to tourist traffic, even for the present year, by means of a well directed publicity campaign, in the long run, the development of tourist traffic will depend largely upon the further development of Canada's road system; of its public parks and playgrounds; of improvement in hotel accommodation, and general extension of numerous objectives which attract sportsmen and sightseers.

In the encouragement of tourist travel, through the co-operation of automobile clubs, nationally and internationally, the organizations comprised in the membership of the Canadian Automobile Association, as has been pointed out, have played, and are continuing to play, a most important part, and our association, as well as its constituent clubs, may be counted upon for active support in the attainment of the results which your committee has in view.

For the greatest effectiveness, the activities of the provinces, municipalities, and various other public and semi-public bodies interested in the development of tourist traffic, obviously should be co-ordinated and afforded the benefit of leadership by the Government of Canada, from such department of the Government, or independent commission to which the Parliament of Canada, at its discretion, might see fit to entrust this great responsibility.

Again congratulating you and your colleagues of the Senate on the initiative and enterprise which you have evidenced, I am,

Respectfully yours,

CANADIAN AUTOMOBILE ASSOCIATION,

W. G. ROBERTSON,

Secretary-Treasurer.

BRIEF FROM LAND OF EVANGELINE TOURIST ASSOCIATION

The Chairman and Members of the Special Senate Committee on Tourist Traffic:

HONOURABLE GENTLEMEN,—The Land of Evangeline Tourist Association of the Annapolis Valley in Nova Scotia begs to submit the following recommendations for your consideration:—

1. That a Federal Tourist Publicity Board be established immediately, such board to be composed of a Chairman, who shall be a qualified publicity expert, and a representative from each of the provinces of the Dominion.

2. That this Committee meet periodically to discuss the nature of tourist publicity to be issued and the channels through which it will be distributed; further, that this Committee shall place such advertising, it being the opinion of this Association that such a procedure would minimize overlapping of effort and would tend to create a broader outlook and a consequent greater benefit to the tourist industry of Canada.

3. That the Dominion Government finance the Board and its operations in national publicity, also finance Provincial Boards with assistance of Provincial Governments.

4. That this Federal Board shall exercise a directory influence over Provincial Boards which will deal particularly with the requirements of their respective provinces; that original tourist organizations now in existence and operated through voluntary effort on the part of citizens be retained, these organizations to receive close co-operation from the Provincial Bureau of Information, it being the belief of this Association that these organizations should be in the same relationship to the Provincial Bureau as the Provincial Bureau is to the Federal.

5. That the major publicity projects to be financed by the Federal Board consist chiefly of:—

(a) Preparing News Reels.

(b) Scenic Films.

(c) Radio Broadcasts.

(d) Securing qualified speakers and organizing itineraries for such speakers to address Service Clubs and other public bodies such as schools, universities, etc., throughout the territories being covered by advertising literature.

6. That the Federal Board urge the necessity of Federal assistance in the matter of hard-surfacing trunk highways in Nova Scotia, concrete instances having indicated irrefutably that poor highway conditions have resulted in a sharp decline of tourist visitors to this province.

7. That the Federal Board urge the development of our fish and game resources, which would act as a definite stimulus to the tourist industry.

8. That the Federal Board bring about a lessening of the Customs ordeal experienced by visitors to Canada at all points of entry.

9. That an educational program be instituted by the Federal Board to create a better service towards tourists by hotel operators, inn-keepers and transportation companies in the province. This can be done effectively by provincial organizations acting under the direction of the Federal body and with the assurance that a co-operative plan will be carried out throughout the Dominion.

10. This Association is strongly of the opinion that leadership by the Federal Government in the development of the tourist industry by the formation of a Federal Tourist Publicity Board will give impetus to organizations throughout the Dominion. This Association therefore pledges its support towards implementing the work of such an organization.

JOHN A. C. LEWIS,

Sec'y-Treas.

BRIEF FROM MR. T. G. HOPKINS, GLACE BAY, N.S.

9 FLETCHER STREET, GLACE BAY, NOVA SCOTIA, A

May 10th, 1934.

The Chairman Tourist Committee,
The Senate,
Ottawa, Ont.

Dear SIR,—I have read with interest your remarks and efforts to encourage the tourist trade to Canada. I think this trade could be increased by a considerable margin if only the Government realized what an asset it is to the country. Of course, to get the maximum results this should be done in a systematic manner and will need a large sum of money for advertising and publicity. Nevertheless this would be well spent and soon repaid by the increase in the above trade.

I have been in Canada four years and do not know a lot about it with the exception of Nova Scotia and New Brunswick, but I have seen enough to convince me that Canada could be made one of the world's play grounds. There is something in the country that appeals to people of all tastes and fancies.

I was in the advertising and publicity business in the Old Country before coming here and worked on the boosting of health resorts, etc. I know the results of intensive advertising. Some of the larger towns (in) Great Britain spend half million pounds in advertising and publicity every year. I know of several towns that were fishing hamlets fifty years ago and are some of the largest resorts to-day.

In Canada, you can cater to all classes for touring and vacations. What is required is to tell the outside world; it is surprising how little is known by the average person especially in the Old Country about Canada, and even in the States. I was in the States three years ago and was asked by a number of people what Nova Scotia and New Brunswick were like for a vacation. This shouldn't be so.

By the way, I was reading the Weekly Times (London) of April 28 and there was a full back page advertising Kenya Colony. East Africa, for persons wishing vacations. Now the shortest period you can travel there is nearly a week by air, so you can imagine the difference between that and Canada where the sea journey is only five days.

I have travelled all over Europe and a big part of Africa and I can assure you there isn't anything to surpass Canada except, perhaps, in historical data. There are huge possibilities of attracting tourists from the Old Country and especially the States.

Three years ago the large shipping companies started shipping cruises to foreign ports for short periods from ten days to six weeks as an experiment. This year they had every available boat booked up months ahead of time. People want to go abroad and there is no reason why they shouldn't come to Canada. There are a large number of people who are keen sportsmen and who used to lease shooting and fishing rights which is a very expensive item and now cannot afford to do so.—would gladly avail themselves of what Canada can do for them in the way of sport. I expect you are aware that nearly all the shooting and fishing is private property and permits are expensive on the good ones.

There are all kinds of shooting and fishing in Nova Scotia, and how many people outside the Province know of the thrill of sword and tuna fishing. There are large numbers of schoolmasters and teachers who would come for educational purposes.

You will pardon me if I make a few suggestions:

Intensive advertising and publicity campaign in the States and also the country,—use the newspapers and keep it up.

Have a supply of interesting literature, giving particulars brief and snappy, of what Canada is like. Write up in the newspapers.

The C.P.R. run say, the first year, two liners for short trips say, three weeks to a month, at excursion rates and have the C.N.R. co-operate.

Advertise conducted tours for sportsmen, sightseers, etc. With the co-operation of Railway Hotelkeepers, etc., the possibilities are immense and a field of tourist trade practically untouched opened up.

There is a lot that could be added and I hope I haven't take up too much of your valuable time. I am interested in the subject—that's why I wrote.

The only way to make the whole thing successful is to go at it with all the pep possible and do not worry about spending the money—that will be all recouped.

Yours faithfully,

(Sgd.) T. G. HOPKINS.

BRIEF FROM BRITISH EMPIRE REFERENCE SERIES

To the Chairman,
The Tourist Committee,
of the Senate of Canada.

DEAR SIR,—In compliance with your request for a memorandum, we beg to submit some short notes on tourist problems and our experience in connection with the British Empire Reference Series.

Pressure will be brought upon the Dominion Government to advertise profusely in the press. This money will be largely wasted unless there is a well conceived system to satisfy each stage of enquiry.

The following notes show the penalties of haphazard publicity and the advantages of co-ordination and system. This is followed by a description of the British Empire Reference Series and some practical suggestions for the consideration of your Committee.

HAPHAZARD PUBLICITY

In Europe the travelling public pay for tourist guides; upon the American continent people have been educated by governments and railways to expect to receive tourist and other public information free of charge, and there has been a prodigious waste—waste of money, waste of time, and waste of public appetite. For instance:

Thos. Cook and Sons in Washington stated that fifty per cent of the literature sent to their offices for distribution is thrown away unread! They have not filing space for it all and have no time to read it. This condition is duplicated by other travel agencies throughout the United States. The London office of Thos. Cook & Sons made the same report; they have not time to analyze what district is covered; they have no confidence in unknown pamphlets, and they say that the most crying need is the extension of a standard series of Ready References.

A New York business man recently called at the office of the Central Bureau for a Maritime Ready Reference. He said that in purchasing a ticket he had asked the railway clerk if he had any information about the Maritime Provinces. He was given a pile of pamphlets in a container. He carried this to his hotel and opened it the next morning, but he had neither the courage nor patience to wade through the mass

of stuff, and threw it all in the waste paper basket. This is typical of many experiences.

Mr. Burnaby, the late trade commissioner of the Maritime Provinces in Toronto, complained of the number of travel folders covering the Maritimes, and stated that it took 18c. postage to mail information which was asked for by tourists—all of which could be collected in a Ready Reference which could be mailed for 2c.

The Canadian Pacific Railway Co. and the Canadian National Railways are mainly interested in attracting fares and freight to their respective lines, and railway literature excludes information about exclusive territory and points on the rival railway. This adds to the tourist's difficulties.

Large sums of money are spent by all governments in preparing valuable reports on resources, etc., and then burying these reports in their files without tombstones.

In the preparation of extended reports co-ordination and co-operation is badly needed between the Dominion Government, the Provincial Governments and the Railways.

The Provincial Governments, and later the National Intelligence Bureau of the Department of the Interior, issued admirable informative pamphlets on provincial resources, but their value was largely destroyed by their bulk; they were hard to give away and costly to mail.

SYSTEM AND CO-ORDINATION

National Publicity has been called "the neglected science." The income from Canadian tourist resources is second only to the income from agriculture. System in merchandising is as necessary for the one as for the other, and cataloguing is of supreme importance. The key to system will be found in the golden rule, "Consider Your Customer."

A coherent system will never leave the tourist in the air; the connecting link should be clearly shown from picture books to the last stage of enquiry.

When the interest of tourists has been aroused by advertising in the press, pictures, travelogue lectures, radio, magazine articles, etc., they at once want reliable detailed information, preferably in standard reference form. If this is not available, the preliminary effort is wasted. Ready References should be at hand to send to all enquirers.

At this stage the public want information concisely stated and easily found, free from "hot air," in a form that will fit into the pocket. Distributing agencies and the general public want essential information collected under one cover in a standard Series. Nobody wants a pile of pamphlets.

In a series every number advertises every other number in the series, and the wider the series, the better. Many enquiries are still-born because people do not know what to ask for.

Intelligence tourists want real information about the country they pass through—something more than hotels, amusements, etc. This desire should be stimulated in the literature supplied, for investment follows the tourist and a standard guide is the best, possibly the only vehicle to broadcast this information, but it must be given in tabloid form. It is unfortunate that governments function by water-tight departments.

The last stage of enquiry is an Empire problem. Before action is taken by investors, complete information is needed. It is futile to publish a list of the exhaustive reports that lie wasted on shelves. Dr. Locke, the librarian of the Toronto Public Library, states that he has long ago stopped issuing a list of library publications, for such lists are seldom at hand when wanted; references are useful only when given in their logical places. A partial solution of the problem is provided by the "Where to Find It" section in the Ready

References of the British Empire Reference Series—full reports are listed here; but few want to pore through a mass of exhaustive reports. A solution of this difficulty is suggested by the admirable series of synopses on natural resources prepared by Major Ommanney for the Canadian Pacific Railway Company. These synopses can be kept up to date like the reports of commercial agencies. It would be a great improvement if the authorities were listed on the back of these synopses.

BRITISH EMPIRE REFERENCE SERIES

The British Empire Reference Series consists of official Ready References complete within their scope, issued on government orders by provinces. The Central Bureau renders a co-operative service in compilation and distribution.

Ready References designed for free broadcast distribution must be distinguished from reference books which are too costly to broadcast, and are not marketable in North America owing to the competition of free literature. Experience shows that Ready References are kept for years, whereas the majority of travel folders is not less than 75 per cent in ten days.

Ready References with a "Where to Find It" section can be made the keystone of an economical and efficient publicity system for the provinces and the Dominion—a sample copy is submitted.

The British Empire References Series is a development of the Canadian Provincial Booklet Series which covered all the Provinces and was issued year after year on government orders. This was the first series of the kind issued in the British Empire and was an important factor in the development of the Canadian West. Copies were purchased by the provincial governments, railway companies, local chambers of commerce, and by the Dominion Government for distribution at exhibitions.

Some four years ago I was invited to attend a meeting of Parliamentarians in London representing both Houses. I was told that they were discussing British Empire publicity, they had come across Heaton's Commercial Handbook of Canada and the small Canadian Provincial Booklet Series, and thought that I might be able to contribute to their discussion. I told them that everything was in chaos and that the way out was to consider the customer. It was then decided, if possible, to develop the Canadian Provincial Booklet Series into a British Empire Series. The style of the Series was settled after discussion with the publicity agents in the offices of the agents general of Australia, New Zealand and South Africa, and with two leading London publishers. I was asked to undertake Canada.

The development of the Series has been seriously delayed owing to financial conditions. At the present time Canada is represented by official publications for Ontario and Quebec. Editions have been compiled for British Columbia, Nova Scotia and New Brunswick and have been submitted to these governments to be checked, changed and amplified as desired.

"The customer is always right." The Central Bureau has been inundated with commendatory letters from automobile clubs, chambers of commerce, libraries, etc., from which the following have been extracted:—

American Express Co., 25 Haymarket St., London, Eng.—"The Ready References will meet the requirements of all enquirers for information in the territories which they cover, and we are sure that they will be most conducive to travel to Canada."

New York Automobile Club, Travel Bureau, N.Y.—"We consider this Series the most practical handbooks now available to the public."

Automobile Club of Southern California, Los Angeles.—"Nothing that we have seen compares with these books in detail and compilation. For the stranger touring through any of the districts mentioned, they would be invaluable."

Buffalo Chamber of Commerce.—"This office receives numerous requests for information which is so thoroughly and correctly given in these publications."

Fort Wayne Motor Club, 429 S. Clinton St., Fort Wayne, Ind.—"This is the most complete book we have ever seen. It answers practically every question asked."

St. Louis Post Dispatch, St. Louis, Mich.—"Your Ontario Ready Reference was invaluable to our Bureau in giving information to some 2,000 tourists going to Ontario."

Erie County Motor Club.—"Your Ready Reference book is one of the finest I have ever seen."

Librarian, Public Library, Windsor, Ont.—"I have gone pretty thoroughly through the sample copy which you sent us and am tremendously impressed with the excellence of the work. This is going to be something of a godsend to libraries."

The Series should include Provincial Ready References and Postal Books to make a coherent system.

POSTAL PICTURE BOOKS

Pictures are valuable to create a demand for detailed information, but the functions of picture books and reference literature are distinct. Too many pictures destroy the value of reference books and in picture books few read anything except captions under the pictures.

A refinement of the picture book is the Postal Picture Book. Postal Picture Books have been designed to provide for recirculation taking advantage of the postcard and souvenir psychology of tourists by printing a form of postcard on the back.

The best publicity is through contented customers to their friends. Provincial governments and hotels have a common interest in the same tourist prospects, and governments would be wise to co-operate with hotels by making a free use of the hotels' facilities for distribution and desire for hotel publicity.

The front cover is formal and similar to the cover of the Ready References with the coat of arms of the province in the centre. The back cover is in postcard form providing for address of recipient and the name of the sender, giving the name of the hotel at which he is staying and the post office. This is important to ensure co-operation by hotels. A list should be inserted of other picture books and Ready References in the Series. The pictures should be very carefully selected, covering resources as well as tourist attractions with very well edited informative captions. The insertion of a good map, three or four pages of interesting facts in alphabetical arrangement, would not interfere with the picture book character and would give keeping value.

The managers of hotels interviewed in the Maritime Provinces, Quebec and Ontario expressed the opinion that large quantities of these picture books could be readily sold to tourists, provided that there is no free distribution in the Province, and that, although it would be unwise to risk restricting circulation by an attempt to make the picture books self-supporting, part of the cost, at least, could be defrayed by sales to hotels. A Series of picture books covering all the provinces of Canada could be cheaply reprinted in permanent form for distribution to hotel reading rooms and clubs, and the standard pictures and captions could be utilized in other ways.

It is respectfully suggested:

1. *That a permanent Committee of the Senate be appointed to deal with the tourist problem.*

A permanent competent Central Government Committee is necessary to avoid the penalties of haphazard publicity.

In the last Dominion Government a Committee of the Cabinet attempted to deal with publicity. They met at rare intervals for one hour. They had not the time to study the broader aspects of the subject or to give proper consideration to the long agenda placed before their meetings.

2. *That the Senate, or your Committee, should be associated with the Royal Empire Society as a patron of the British Empire Reference Series.*

Weighted authority is necessary so that the Provincial Governments may be called upon to show cause why provincial publicity should not be co-ordinated to provide an efficient national system.

This is important. Cabinet ministers come and go and each crop has to be educated. The permanent officials of provincial governments are human; they have to make their way, and it is natural that they should yield to the urge for self expression and self credit. This has led in the past to haphazard publicity and waste. There is no reason why credit should not be given to any government official.

No objections could be raised to official endorsement of the British Empire Reference Series. It is not an ordinary publisher's proposition; the provincial editions are issued as official publications; all the information is officially revised; the co-operative services of the Central Bureau are employed upon their merits.

3. *That the Senate of Dominion Government co-operate with the Provincial Governments in the purchase of copies of the Provincial Ready References for free distribution.*

The larger the edition the lower the unit cost. By co-operation the unit cost would be reduced to a nominal figure which would save money for the provinces, would justify broadcast distribution by the Dominion at exhibitions, and would enable sales to be made as stock material to transportation companies, banks and schools. The alternative is to do nothing, or to sacrifice perfection and to duplicate the cost of compilation and printing.

Some provinces, e.g. British Columbia and the Prairie Provinces, cannot afford this year to spend any money on publicity.

Provincial editions are necessary to permit provincial co-operation in cost. Separate editions are necessary unless the Maritime Provinces agree to be embraced under one cover, and the Prairie Provinces agree to the same treatment. Arrangements with provinces for combined publications is difficult, but for Dominion participation reprints might be grouped for the Prairies and Maritimes. Division is essential for economical distribution; if the whole Series was reprinted in an all-Canada book it would occupy seven hundred pages and would be useless except for libraries.

4. *That the present organization of the Central Bureau should be utilized.*

An independent separate bureau is necessary for several reasons; Provincial Governments are subject to local political pressure for undue prominence which it is hard to resist. Governments find it convenient to pass on the responsibility to the Central Bureau.

The Central Bureau has over twenty-five years' experience and a specially trained staff, and can give an efficient and economical all year service in compilation and distribution. A continuous compilation service is necessary to catch information on the fly; the operation necessary to secure up-to-date information for one province can be utilized for all; there are over 3.000 valuable distributing agencies in the United States, including libraries, chambers of commerce, motor leagues, travel agencies, etc. The Central Bureau can solicit requests for the Ready References of the nine provinces by one operation. The circulation of one number in the Series creates a demand for other numbers and people want to know whom to write to. Many enquiries have been directed to the Central Bureau, and a system has been established to forward all such enquiries to Provincial departments concerned.

All of which is respectfully submitted.

THE CENTRAL BUREAU OF THE BRITISH EMPIRE
REFERENCE SERIES.

ERNEST HEATON.

THE SENATE OF CANADA



PROCEEDINGS

OF THE

SPECIAL COMMITTEE

ON

TOURIST TRAFFIC

No. 6

The Honourable W. H. Dennis, Chairman

BRIEFS FILED

From British Columbia Provincial Bureau of Information and Publicity.

From Mr. D. W. Buchanan, Ottawa, Ontario.

From Canadian Daily Newspapers' Association.

From Mr. J. B. Harkin, Commissioner of National Parks, "Tourist Industry, a Five-Year Plan".

From Mr. J. B. Harkin, Commissioner of National Parks, "Tourist Traffic, Emergency Measures for 1934".

From The Hotel Association of Canada.

From Mr. T. A. McInnis, Regina, Saskatchewan, Commissioner Bureau of Publications, Government of Saskatchewan.

From a Tourist Traveller in the Maritime Provinces.

From the Vancouver Publicity Bureau.

OTTAWA

J. O. PATENAUDE

PRINTER TO THE KING'S MOST EXCELLENT MAJESTY

1934

BRIEF SUBMITTED BY THE PROVINCIAL BUREAU OF INFORMATION
AND PUBLICITY OF BRITISH COLUMBIA, VICTORIA, B.C.

THE TOURIST INDUSTRY AND ITS DEVELOPMENT

BRITISH COLUMBIA

Numerous ways suggest themselves of fostering and directing the urge to travel. In the final analysis they group themselves into several main brackets, notably:—

1. Advertising.
2. Publicity.
3. Information.

Advertising and Publicity, in one form or another, must always combine to form the keystone of any plan to implement the Tourist Industry; and as a basis there must be thorough survey of our assets in every particular.

Information is essential: it is a foundation for all promotional efforts, and consequently must be as complete as possible and be made readily available for use and distribution.

In what follows we present a British Columbia point of view, based on our own peculiar conditions. We need not dilate upon what British Columbia has to offer—its attractions are sufficiently well known to you—but their appeal is so universal, so wide and varied, as almost to complicate our problem. Only by world-wide advertising could we hope adequately to cover our market—a fact which cannot be said to apply with equal force to every country which bids for the Tourist Business. On the other hand, the person with specific interests can frequently find those interests nearer home. And to this must be added that a province with about 700,000 people cannot begin to match the appropriations of, let us say, Ontario or Quebec, however great may be our potentialities for the development of a very considerable tourist industry—and the potentialities are great.

With a limited sum at our disposal, it devolves upon us to be highly selective. We cannot afford to scatter seed lavishly—or sow it elsewhere than where soil is fertile, we are forced to concentrate upon those areas from which we can reasonably expect the best results, and to limit our efforts farther abroad.

Those considerations have made us rather cautious in the means to be employed. The advantages of the popular mediums are too obvious to call for comment; but advertising of that sort, to be really effective, must be well maintained. From that angle, the idea of a national campaign appeals to us immensely, since such a campaign naturally would emphasize those regions with most to offer, and would cover an enormously wider field than we ourselves could hope to reach.

Of course, there are certain media—such as the better known Motor Magazines, Travel and Sporting Guides, notably those in the regions regarded as our best market—to which the restriction of a limited budget does not apply, and which are excellent for the purpose. Women's Magazines are splendid media, as the women decide, in the majority of cases, where the annual vacation shall be spent.

Advertising is essential, and should be on an adequate scale and be intelligently planned and zoned. Publicity is a valuable auxiliary; but the mistake should not be made—especially in appealing to an advertising-minded people—that publicity can be a substitute for direct advertising.

Budgeting

A fundamental trouble with most tourist-advertising campaigns is that they are conceived too modestly. There is no doubt that past campaigns have been crippled and hampered to a very serious extent by timid budgeting. This timidity has been induced, of course, by a general lack of appreciation of the tremendous value of the tourist industry, or of its potentialities—a condition which this investigation and your proposed campaign will go a long way to correct.

General business devotes given percentages of volume of sales to Advertising. Numerous instances of appropriations by United States and other manufacturing corporations exceeding five million dollars a year—General Motors spends fifteen million dollars—can be quoted. A review of the large and continuous expenditure made annually by many manufacturers to accelerate business and increase volume is of interest: and it must be apparent that they have proven that the large advertising expenditures were sound and economic else they would not have been continued year after year—in some cases continuously for twenty-five years and more.

It has, of course, no direct parallel bearing to cite the expenditures of the large commercial advertisers beyond indicating that large budgets are provided, and that they have proved the value of extensive advertising. In these cases the consumer bears the cost directly and the benefits accrue directly to the advertiser. The case is different with Travel Promotion Bureaus. But they have established—and established very clearly and solidly—that advertising brings results; that to be effective it must be maintained; that it must be informative and attractive; and that it must be intelligently zoned. The newspapers of Alaska and the Yukon we are prepared to believe, do not carry much advertising by General motors.

Canada has a vast potential asset for sale in its tourist attractions. Its Statistician credits them with attracting an expenditure by foreign visitors of an average of 224 million dollars annually in the past ten years, not considering the domestic business. If less than half of one per cent of this income was returned for advertising—Departmental stores return $1\frac{1}{2}$ to 3 per cent and over—it would provide over a million dollars a year for this purpose.

It is worth considering whether it would be sounder and more economic to devote a Dominion advertising appropriation to a national campaign for the country as a whole; or to devote part to a national campaign and allot proportions to aid advertising programs of various parts of the Dominion; owing to the vastness of the country, variation of attractions in different parts, and location of the best markets with regard to respective areas. A general campaign has its advantages; but there are profitable opportunities for regional and seasonal campaigns on a Provincial basis. For instance, the chief markets of the Maritimes and of British Columbia are some thousands of miles apart. Eastern Canada also, has among its other attractions a lure for winter sports at a time when golfers are on the links of British Columbia. For British Columbia the most profitable campaign is one devoted chiefly to the Pacific Coast States and western Canada, notably to California during April, May and June when holiday travel is largely planned.

Statistics

Before promotional bureaus can overcome the handicap of insufficient funds, they must be armed with facts and figures. We must be in a position to say with a greater certainty than we can to-day precisely what our Tourist Industry is worth to the Dominion as a whole, and to each individual Province. There is great need for closer statistics, and we believe that, when these are forthcoming, we shall find that we have been under-estimating—rather than over-estimating—its importance.

For sometime past we have been conscious of the need for closer statistics of the volume and value of our Tourist Business. At present the only close check is on the numbers of visiting foreign motor cars by way of the International Boundary, supplemented by averages struck for Canada based on information obtained from a proportion as to passengers, stay, expenditures and mileage travelled per car. There are no actual figures of those who come from Alberta by way of Yoho and Kootenay Parks into British Columbia, or by way of the Crowsnest Pass. Nor of the increasing numbers who come—representing every range of class—by rail, steamship and bus. Naturally the visitor from further abroad is likely to stay longer and spend more than the casual tourist or motorist, and machinery for gathering this information would be desirable, if possible.

There are many phases of tourist travel—individual, tour party, resort, convention, hunting, fishing and other recreational travel; yachting traffic, ocean travel, coastwise steamship excursion and other forms, with considerable differences as to stay and expenditure, and related results and benefits. In addition to numbers, stay, expenditure—and channels through which the expenditure circulates—there are various other factors regarding which data would be valuable.

For instance, employment and payroll resulting, addition of desirable elements to population and to taxable wealth by tourists becoming residents. Investments made by visitors; effect on retail and wholesale business by tourist buying, influence on export trade, etc. . . .

We have not given it any really serious consideration but the thought occurs that some sort of registration scheme could be evolved to provide a certain degree of information. It would have to be voluntary, of course, and entirely inoffensive. Polite requests displayed in hotel lobbies and elsewhere might be effective, inviting tourists to record themselves and the length of time they proposed to spend in the Province. The United States people, in general are not averse to registration, and are largely accustomed to questionnaires. The Dominion Bureau of Statistics could still be the collecting agency.

We throw out the suggestion for what it is worth. As we say, we have not given the matter much serious thought so far, but it is worthy of the serious consideration of expert statisticians. Modern business is based on accurate information—and it is largely available regarding most of our other industries—and the more accurate data we can gain on the volume and value of Tourists the more we strengthen our hands in our efforts to foster and develop it—efforts which mean much to our economic welfare. A strong and concerted effort should be made, we think, to remove it as far as possible from the realm of conjecture.

More Co-ordination Essential

Greater measure of co-ordination is essential to secure the greatest returns on the most economic basis. Probably, the best organization would be on a Provincial basis, with strong measure of co-operation among the Provinces—particularly with regard to domestic traffic—and with the Dominion working in general to aid the Provincial efforts. At present, promotional activities are largely disorganized. Co-operation is insufficient. There is often needless duplication, and often unnecessary competition by sectional and special interests. In addition to the Dominion organizations and those of the transportation companies, most Provinces have Provincial Publicity and Information Bureaus, and cities, sections and special interests have bureaus and promotional agencies.

The Provincial Bureaus have the best facilities and opportunities for working on the broader, and more economic Province-wide scale. The cities and regional and other interests, which by dint of experience, have found that the attraction of tourists is a paying business to their sections and interests, will undoubtedly

desire—and it is advisable that they do so—to maintain Tourist Publicity and Information Bureaus to foster their local and specific interests; but that some greater measure of co-ordination on Provincial scope should be sought is apparent, and consideration should be given to this.

Quebec has found it advantageous to seed co-ordination on Provincial scope, and its example is worth consideration. Following a survey of the situation it was found that organization was lacking in cohesion, and that it was necessary to take steps to centralize all documentation and establish a closer co-operation between government, regional and private organizations.

After canvassing the various suggestions and careful study the conclusion was reached that it would be sufficient to perfect the already existing organization, viz., the Provincial Tourist Bureau, and give it legal status. Also, it was decided to organize, under Government direction, a "Provincial Tourist Control Council" with objectives including "to co-ordinate the efforts of organizations dealing with the tourist traffic" and "to act as an intermediary between all public administrations, transportation companies, hostelry associations, Boards of Trade, and other groups." The new organization, established by Act in 1923 as most suitably meeting conditions under which the Provincial tourist industry has to develop, consists of a Provincial Tourist Council, a Provincial Tourist Bureau, and various regional bureaus now being formed.

The example of Colorado, where all activities were co-ordinated on a State-wide basis—as well as that of various other States—proves the value of a co-ordinated Provincial effort. The pooling of funds for advertising enabled more effective campaigns to be undertaken. If the various appropriations devoted to scattered campaigns in the Provinces could be pooled the aggregate, in most cases, would enable a broader, sounder, more economic and more effective advertising program. In the United States, in recent years the tendency of community advertisers to unite, notably to pool their advertising resources, has been steadily increasing.

Publicity and Propaganda

It is advisable that energetic efforts be devoted to publicity and propaganda. While these efforts cannot be substituted for direct advertising they, together with the mail follow-up, are a valuable auxiliary. We are refraining from any comprehensive discussion of methods—they are so numerous and widely miscellaneous; often resulting from opportunities created and special circumstances. The field is infinitely varied and very complex.

Some countries have found the establishment of bureaus in centres of their best travel markets profitable; also temporary bureaus to take advantage of large concourses of people. For instance, Japan spent \$200,000 to equip a bureau at the Olympic Games. Some publish magazines—in the United States primarily—to circulate publicity. Lecturers, and field men, equipped with motion pictures—as J. C. Campbell, who does such excellent work for the National Parks—are valuable. Where Trade Commissioners are located the functions of Tourist Information Bureaus could be profitably added. Many Governments work through their State Railways, and effective co-operation could be organized with Canadian Railways, utilizing their passenger bureaus abroad.

Very many methods of extending publicity are available, and these are merely put forward as suggestions along some lines for what they are worth. Contacts and co-operation are extremely valuable. Our experience is that Motor, Travel, Information and various other organizations in the United States and Canada are willing to co-operate freely, especially in the distribution of literature and dissemination of information; and it is advisable that directors of bureaus make periodic visits to cement and extend such contacts, especially in those fields from which their greatest volume of travel is drawn.

Motion Pictures

Motion Pictures, lantern slides, and photographs are good publicity media. The organized aid of photographers was found valuable in Colorado to afford the promotional bureau with an adequate library of well selected negatives enables continuous effective distribution of prints. The lantern slide is still a useful medium, when accompanied by an intelligent talk—but we are inclined to regard it as being of minor importance. They are awkward to handle, the percentage of breakage is high, and frankly, in our experience they are more trouble than they are worth from the publicity angle.

Motion pictures are a very good medium, notably the 16 mm film, which is becoming more and more practical and of inestimable value for the purpose of publicity. The motion picture, one might say, has become domesticated. Service clubs, Chambers of Commerce, Automobile Associations, and so forth, all have their own projectors, or can readily secure them, and there is none, practically, that cannot make use of the 16 mm film. The prints are inexpensive, and a modest sum spent in this way could be made enormously productive. The technique need not be complicated. The film is sent to borrower "A" to be passed on to "B", by "B" to "C" and so on. A card goes to "A", requesting him to pass the film along to a kindred organization, and to advise as to how many people it has been shown—and to whom it has been sent. The same routine is followed with "B" and "C" until finally the film finds its way back to the point of origin, having in the meantime been shown to several thousand people—and paid for much more than its original cost. In this way, the lending Bureau extends its field automatically and at the same time acquires a mass of specific and valuable data. The films should, of course, carry "trailers" advising where to apply for literature and information.

The Provincial Bureaus could profitably be organized as distribution agencies for the Dominion film-producing and distributing bureaus, as well as for those of the railways. In addition to the publicity obtained abroad this arrangement could also be used to promote domestic traffic. Interprovincial showings of films of the attractions of one province in another would be valuable in this connection and a co-operative arrangement could be effected.

Graphic Publicity

While we have never gone into this to the extent of producing posters, we have given it much thought and believe that these are highly valuable. There is no doubt in our minds that artistic posters have a lively effect, and are a valuable asset to advertising in publications. We feel that a great deal could be done in this direction by co-ordinated effort; especially by seeking the co-operation of some large advertising concerns.

The larger Oil Companies could co-operate very advantageously in this regard by portraying the scenic points of the different Provinces. Here we would point out the importance of systematic display, by which we mean that posters displayed in British Columbia should not refer to British Columbia, but should be designed to stimulate travel to Alberta, for instance. Similarly, posters in Alberta should stimulate travel to British Columbia and points east. We feel we cannot stress the poster angle too strongly. Artistic, well-designed posters at strategic points, with smaller sizes for use in Motor Clubs, Travel Bureaus, Hotel Lobbies, and at certain seasons in Departmental Stores could be made enormously effective.

However, we have employed actual oil paintings with great success. A number of these have been distributed by this Bureau to important travel centres all over the American Continent and abroad, and have mostly been displayed in positions where they are constantly seen by large numbers of

persons. They have given rise to a great deal of interested and admiring comment, and constantly continue to attract attention as evinced by enquiries in which reference is made to them. There is no doubt that they have been instrumental in bringing some very profitable business. The pictures were suitably framed and labelled, and without exception were given places of prominence wherever they were presented. The subjects lend themselves admirably to the production of fine four-colour posters. This is an angle to which more attention should be given, and we are strongly of the opinion that it would amply repay the expenditure involved.

Literature

Literature, is the most efficient and most economic means of distributing information. It is essential to follow up advertising and publicity. While it does not take the place of display advertising or publicity, we find that attractive literature is enormously effective as a publicity medium in stimulating travel and inducing enquiries, and we have devoted ourselves largely to that angle. We have sound reasons for believing that our booklets accomplish their object. As you will see from the specimens accompanying this brief, they are designed not only to present an alluring picture but to give the traveller definite and coherent information on the different routes and their points of interest. Our strip maps, while small, are strictly accurate, and we have adopted a plan of uniform orientation which we believe is unique, or at any rate unusual.

In compiling booklets, we have endeavoured to use restraint and to avoid over-statements, a policy which we consider sound and upon which we have been warmly complimented. We find that frequently these books pass from hand to hand and continue indefinitely as active agents. We are strongly impressed with the value of good literature, particularly where it can be placed with reliable sources of distribution.

On authority of Dominion Customs officials in 1931, it was stated that tourist literature emanating from United States Government sources—Federal and State—was admitted free, and it was understood that a reciprocal arrangement enabled Government literature—Dominion and Provincial—to enter the United States freely. This, however, does not seem to be clearly defined, and some Collectors have held literature pending payment of duty when shipped in bulk to agencies for distribution. It would be advisable to have this matter definitely defined. City and private bureaus have for some time urged that steps be taken to secure a reciprocal arrangement, enabling all tourist literature to enter both countries freely; but nothing has been accomplished in this regard.

Maps, well distributed, are very useful. The road maps issued by the National Development Bureau are a good example. An official periodical, or magazine, would be also effective. It is unnecessary to discuss various other general means of obtaining publicity—syndicated news items, articles and feature stories, exhibitions, lectures, etc. News-letters and road bulletins are valuable. Our experience is that a systematic follow-up of previous enquiries by a personal letter asking if the enquirers have visited the Province, or desire further information, brings excellent results.

Artificial Stimulants

Artificial stimulants, by which we mean the development of attractions apart from the natural attractions of which every Province has its share, in varying degree, have their uses. Annual Festivals—like the Mardi-Gras of New Orleans the Rose Festival of Portland, Oregon, and so on—are instances. The idea could be extended we are sure.

In British Columbia, the Mid-Winter Golf Tournament—evinced that 365-day golf is available here—sponsored by the Canadian Pacific Railway is

an outstanding example. The Tournament for the Totem Trophy at Jasper, Alberta, promoted by the Canadian National Railway, is another. This angle is capable of much wider exploitation, and can be made the medium for much highly profitable publicity.

We have several Angling Clubs on the Coast which award "buttons" for fish over certain specified weights taken with certain specified tackle. The famous Tyee Club at Campbell River is well-known, and the Victoria-Saanich Inlet Anglers' Association. The "buttons" are highly prized, and bring anglers from all sections, as well as from abroad.

We have not done much in this connection so far, but the possibilities are very evident. Mats of the successful sportsman with his trophy could be sent with the story to the newspapers circulating in his home district, and there is no doubt that good results would follow. We could go much farther along these lines, but have said enough to indicate the idea.

Trade Value of Historical Backgrounds

Historical pageants to mark anniversaries have been used in some places to stimulate travel. The trade value of historic events and romantic associations is not generally appreciated. Various countries and communities advantageously use this as a tourist lure—California, for instance, where the historic Missions are kept in preservation and featured, and the Spanish motif kept to the fore in art, literature and architecture. Historic sites should not only be marked and preserved, but greater consideration should be given to utilization of background, in order to stimulate travel. The romantic background of Canada and its provinces could be featured to advantage, and commemorations of historic anniversaries used as stimulants to tourist travel.

There is opportunity in this respect for voluntary service organizations to further publicity for and promote travel to their sections, somewhat akin to the service rendered by the Oregon Cave Men of Grants Pass, Oregon, who function to attract tourists to the Oregon Caves, where clad in caveman garb, they initiate notable visitors with impressive ritual, with result that Honorary Cavemen, widely scattered about the country, and the world, continue to effectively serve as voluntary publicity men. Also, the organizations' picturesque parades are widely presented in pictures and gain much publicity for the Caves and for Southern Oregon.

Tourist Buying

More attention could be given to the possibilities of developing "tourist buying," highly developed in some countries—such as France. C. E. Neill, Managing-Director of the Royal Bank some time ago made suggestions along this line, advising a concentrated effort to build a tradition that certain purchases can be more advantageously made in Canada than in the United States. There is now good demand for certain lines, notably British imports—woollens, pottery, linens, etc.—and this feature could be much developed. It is suggested that selection and display of "leaders" during the tourist season would lead to increased tourist buying. A survey of the possibilities would be valuable.

Souvenirs

This is an angle to which we feel much greater attention should be given. The souvenir, if it is attractive, and—above all—symbolical, is a perpetual advertisement. British Columbia, for example, is inseparably associated with Totem Poles, but the ordinary commercial "souvenir" totem pole is an abortion, and loses even its sentimental interest when it bears the imprint of Japan or Czecho-Slovakia. We suggest that souvenirs be given some sort of official status, that each Province adopt its own peculiar symbol, and particularly, that they be of home manufacture. In some countries the production and sale of souvenirs has

been developed into a profitable industry. Saskatchewan, for example, might adopt the "Peace-pipe," Alberta something associated with the Rough-rider, and so on—while British Columbia would largely confine itself to the Totem Pole and the symbolic carvings of the Coast Indians. Taken up on this basis the Souvenir would acquire a totally different significance and the business could be developed into a very real source of tourist revenue.

Use of Special Local Food Products

An increased demand for distinctive food-stuffs for which some districts are especially noted could be made—featuring them in menus of the community's hotels and restaurants. Many tourists find added pleasure by changing their diets to suit the special products of sections visited, and they will not love the country less if their palates are tickled, or will those engaged in the production and sale of the food-stuffs lose in the process.

Handicrafts

Handicrafts can find in the tourist trade a market which may become very profitable. For instance, in British Columbia potters in some places with characteristic products have developed a demand for their pottery. This feature is capable of extension along various lines.

Auxiliary Voluntary Aids

The possibilities for formation of voluntary associations as aids are worth consideration. For example, Colorado found Tourist Hospitality Committees advantageous. Organization was the basis of a central committee associated with the headquarters promotional agency and branch committees in sections which contacted visitors, welcoming them and assisting them to find the most enjoyment during their stay, tending to induce longer stay, and imparting greater knowledge of the region, its resources and opportunities. Similarly, recreational and sporting committees could function to advantage. Local Rod and Gun Committees could direct visitors to fishing grounds, advise as to tackle, etc., hunting grounds, guides, outfitters, etc., and aid similarly with respect to other sports and recreations. There are various other possibilities in this connection.

Regulation and Supervision

A vast capital, tax-paying investment to cater to travel is supported to appreciable extent by the tourist industry, and the equipment of all Provinces for the tourist trade has been largely developed. Every improvement or addition to equipment tends to increasing development of the industry, and growth of the industry tends to increase the capital investment. With extension of motor travel, and its increasing radius, good roads have become an essential factor of equipment, and hotels and resorts are important factors. There are very many contributory factors dependent both on various Government services and private enterprise; in many cases the equipment having a purely commercial basis beyond the direct jurisdiction of the Government. In these instances it is advisable that there should be, as far as possible, regulation and supervision to ensure not only that good standards are maintained but also that any attempts to unduly exploit the visitor—which would have a very deterring effect upon the industry—are discouraged and prevented.

The Domestic Tourist Trade

It is advisable to devote attention to promoting domestic tourist travel. "See Canada First" is a good slogan. It is distinctly in the interest of our economic welfare to induce our people to travel during their vacations within our frontiers, as every tourist who holidays in Canada tends to increase the favourable balance accruing from the tourist industry.

J. B. Harkin has suggested an annual convention of those engaged in promotional activities at Ottawa. This is a sound idea. Not only could the experts exchange ideas and information, but also they could develop co-operative plans for promotion of inter-provincial travel in preference to holidaying abroad.

It is unnecessary to dilate on the great importance of the tourist industry, its advantages and benefits, and the part it plays in our economic structure, or to quote the profitable results which have accrued from advertising and publicity elsewhere. These will be known to you. If they were more widely known there would be enthusiastic support for our promotional efforts. It is, therefore, advisable that every effort should be made to have the people more fully advised as to the progress and advantages of the tourist industry, and brought to a realization that the tourist crop is just like all crops in one respect. It must be seeded, if it is to be harvested. Advertising and publicity are the best seed, and the better the fields are seeded—especially the more fertile fields—the better will be the crop available for the harvest.

THE PROVINCIAL BUREAU OF INFORMATION AND PUBLICITY OF BRITISH COLUMBIA, VICTORIA, B.C.

W. H. CURRIE,
Assistant Director.

J. GORDON SMITH,
Director.

BRIEF SUBMITTED BY MR. D. W. BUCHANAN, OTTAWA, ONTARIO, TO THE TOURISTS' TRAFFIC COMMITTEE, THE SENATE

Two typical countries can be taken in Europe which will demonstrate the activity of the State in supervising Tourist Traffic. If we take France we shall have a country with a democratic government similar to Canada and if we take Italy we shall have a country with a different form of government. Both of these States, however, have quite similar State Tourist Organizations. In France, the general structure of Tourist publicity is not directed by the State but is only co-ordinated by them into a Central Office in Paris and through Publicity Agencies abroad.

In France we find such things as Hotel Associations, Automobile Associations and Tourist Bureaux in towns and districts which cover most of the local publicity and internal publicity necessary. One feature of particular note in France is the very wide and very intensive development of these local Tourist Bureaux. Every town and almost every village even has one. The French name is "Syndicat d'Initiative." Their publicity is generally standardized in the form of leaflets with useful information as to climate, sports, historical sites, etc.

In Paris you will find in a large new building on the Champs Elysees, the "Maison de France," which is the office of the State Tourist Bureau. Here all the publicity printed locally throughout France is sent and is available for distribution. The office, of course, acts as the centre of tourist information in Paris and everything in the way of information for travelling, health cures, and so on, is available free of charge. The same State Tourist Agency has Bureaux in the principal cities and capitals abroad.

A noticeable feature both of Italian and French assistance to tourists is the assurance of a guide to hotels by the State Bureau. Practically every hotel in the two nations is noted in the respective booklets. Minimum and maximum prices, prices of meals and details of hotel equipment are listed. This is an inexpensive guide for Tourists. With its assistance they can always choose the hotel within the range of their purse and be assured in advance of the price to be charged. Incidentally, after the War all the provincial and rural hotels in France were modernized and brought up to a standard equipment through the Special Credit Agency established by the State.

The State Railway of France conducts a great amount of internal propaganda in the way of attracting tourists. It publishes a Magazine consisting solely of information for travellers with Special Numbers devoted to architectural tours and similar subjects. In Paris it also provides free lectures on points of attraction along the railway route and ever so often announces special trips to the same points. Not only the State Railway but the other Railways in France have autobus connections, all through the country, with their express trains and many of these autobus tours are arranged for no other reason than to provide Tourists with interesting itineraries through historical or scenic regions. In the Summer Season special rates hold for circular tours throughout France. A Tourist is able to map out his own circular itinerary, which may take him practically where he wishes in the country, and upon presenting it obtain the requisite tickets at the reduced rate.

ITALY

In Italy the Standard Tourist Office, which is called "The Italian State Tourist Department" and which goes by the initials "E.N.I.T.", is organized on somewhat the same lines as the French Bureau, that is, as far as publicity abroad goes and assistance to incoming Tourists. Within this country, of course, there is greater State interference or direction over hotels and travel. Hotel rates, for example, are regulated by the State. Examples of the value of the Italian Bureau are evident to every visitor to Italy. Were you to land even by a small coastal steamer at a port such as Trieste you would be met immediately you presented your passport by a uniformed officer of the Italian Tourist Department, who, if he could not speak your language, would bring an interpreter and he would at once provide you with full advice and information concerning your proposed travels in Italy. As his uniform would bear the badge of a State Official, you would at once place full trust in him and feel quite at home in the country. He would provide you with the cheapest travelling rates available and there are always various Special Tours being run at any one time in Italy for the State Railway is organized to promote extensive travel throughout the country. For example, there is the special rate for all Tourists coming over the Alps to Italy. This rate gives a great reduction in train fares to Rome. On all holidays and festivals there are also reduced rates and in the Wintertime special fares to Mountain resorts. The cheap travel facilities afforded to newly married couples in Italy have also been extended to any foreign Tourists who can present credentials that they are on a honeymoon.

Through the courtesy of J. R. McLean, Esq., National Secretary, Association of Canadian Clubs, I am able to quote from a letter written by Mr. V. Lecour, who is the agent of the Italian Line Limited, Montreal. His letter was written as an explanation of the foreign activities of the Italian Tourist Department:

(He explains the types of publications distributed, and, through his kindness, I am able to submit a few examples of these booklets.)

The first category is educational, descriptive; it aims to meet the need of travellers and visitors to Italy to know at least a few general things about the cities and localities of interest to tourists, and about those, lesser known, that have intrinsic tourist interest but are not, for one reason or another, as well known as the others.

The second category is informative, practical. It tells the would-be-visitor to Italy what hotels will charge for room and meals, taxes, etc., what reductions are available, what festivals or other traditional occasions are scheduled, and when and where; it directs him where to get rail rates and tickets and other things he may need to get to Italy.

Offices in London, Paris, Berlin, New York and other "key centres" are in charge of this work, and ready to go into details about travel in Italy with anyone who will ask them to. They will plan the most minute

itinerary, tell the inquirer why this or that city should not be missed, and adapt the program to the time and the means of the inquirer—to what he can afford to spend in time and money to get to Italy, see it, and get back or go on to adjacent countries.

In other words, one of the main functions of the ENIT is to make it both easy and interesting to get information on Italy such as the intending visitor needs; it does this through its offices at main world centres, and through "correspondents" or representatives elsewhere.

Another main function is to arouse interest in Italy. I am afraid I have put the cart before the horse when I spoke first of the informative phase. True, the printed matter is intended to arouse interest as well as to satisfy the need for knowledge. But any promotional work that depends mainly on printed description and information, however well put up and attractively illustrated, is poor work indeed from the standpoint of "promoting" interest. It satisfies it to a degree, but does not arouse it very vividly—not as vividly, for instance, as films, radio broadcasts, newspaper and magazine publicity, both paid and otherwise.

That is the really creative phase of any work such as the ENIT is entrusted with—to make people see the many beauties that await them, to tell them so as to make them realize that missing Italy means to miss something unique, something rare and precious to which both man and nature have contributed through these many centuries—the "fine fleur" of a three-thousand-year-old civilization rooted in others older still, and preserved for the delectation and pleasure of the people of to-day.

This heritage is not known as widely nor as well as it should be known. It is only among the more cultured classes, even in university circles, that the full meaning of "Italy" is realized in its bearing on the value that one looks for in travel. Ninety per cent of the people outside of Italy have only a hazy idea, often wrong at that, of what Italy really is to the visitor.

A well-planned, organically sound program therefore would provide for:—

(a) Photographic, visual propaganda by means of films taken by experts who know the taste and ideas of the people before whom the films are to be shown, and the scenes and localities that will most appeal to those audiences; by means of coloured slides, by means of photographs published in the press;

(b) Aural propaganda, by means of broadcasts of a really interesting nature, bringing out the life of the people in the country the listener is asked to visit, by anecdotes and tales that will really arouse interest because they portray something striking that the majority of the listeners will enjoy hearing.

(c) Combined visual and oral propaganda by means of travel talks, lectures, "causeries intimes" illustrated with slides or films.

(d) Written, printed—propaganda, in the newspapers and magazines by means of interesting advertisements, well illustrated, and of articles by well-known writers, or by writers not well known or not known at all but who can write well, and know their subject and can bring it before the reader in an entertaining skillful way that will leave its mark on the reader's mind.

(e) Informative, practical propaganda intended to meet the inquiring person's need to get authoritative, precise data as to how, where and when to visit the country, and as to cost.

The idea is to arouse interest first, to create it where it does not exist and to quicken it where it does exist; to the point that the person who had

never realized it, or had realized it only in a wondering or wishful way, will feel so keenly the desire to go and see that country that he will do all he can to go there at the first opportunity.

The ENIT, I am afraid, has not realized this as yet. It has provided a magnificent selection of printed, informative matter, it has established offices to inform the public, but it has not, as yet, done very much along the truly creative lines above set forth. Possibly the reasons are budgetary rather than lack of understanding. I believe the ENIT has only about \$100,000 a year to work with—and not always that. It has Europe to look after first, for the majority of tourists come from, and have always come from, England, France, Germany, the West and North of Europe generally; only within the last twelve years or so have Americans and Canadians visited Italy in large numbers.

But its methods are also open to improvement. It relies a good deal too much on tourist agencies, and not enough on direct promotion. This may be a consequence of lack of material to interest the public with. Aside from the diffusion of printed matter through agencies, and the distribution of periodical publications such as "Enit News" and "Travel in Italy" through hotel and club reading rooms, steamship libraries and the like, it has not done very much as yet, at least in North America.

Perhaps the most effective work of the type you have in mind is done by the German Tourist Information Office, whose headquarters are at No. 665 Fifth Avenue, New York.

The man in charge there was a newspaperman in Germany, with a keen business sense. Backed by ample means, he has broadcast information about Germany in printed, photographic and other forms so effectively that there is hardly a corner of the United States where his promotional work has not penetrated. He has a whole selection of films in English and German at the disposal of anyone who wants them; he has slides and the projectors that go with them; he has access to newspapers and magazines; he has lecturers on his staff, or gets them from Germany, who are experts on every phase of German life and Germany that may draw people to visit it—historical castles and festivals, pageants, ancient cities, modern health resorts, scenic spots and regions, everything that is of any interest to a visitor these lecturers are ready to go out and lecture about, with slides or films to help along if necessary.

He more than doubled the number of American visitors to Germany in a very few years; he had to break down the war odium first, and build up from that; but he succeeded, so well that more people visited Germany in a year than France—a feat, when you consider that Paris has always been the lodestar of the tourist from the United States.

Lately, of course, I am afraid that Germany has not been so popular with American tourists; but the methods and resources of the German Tourist Information Office stand as the best example to follow by any country that wants to increase the flow of tourists to it from the United States or Europe.

Even Japan is doing better than the ENIT; the Japan Tourist Bureau is a very lively and skilful propagandist for Japanese tourism.

BRIEF SUBMITTED BY THE CANADIAN DAILY NEWSPAPERS'
ASSOCIATION

902 EXCELSIOR LIFE BUILDING, TORONTO 2

May 17, 1934.

The CHAIRMAN,
Senate Committee on Tourist Relations,
The Senate,
Ottawa, Ont.

DEAR SIR,—Canadians who are attracted by direct advertising and other methods of publicity to the United States—either to those sections of it which are contiguous to the Canadian border and are most easily accessible, or to the South and Far West—are unfailingly impressed by the loyalty of the people of the United States to their own native land. The Senate Committee might, we think, well consider whether loyalty of this character has ever been aroused and stimulated in our Dominion of Canada.

The charm and beauty of the Maritime Provinces are the pride of their own people, but how much has been done, is being done or is even contemplated to convince the Upper Canadian concerning the Prairie Provinces and the vigour and delight of the eastern seaboard? Although the citizens in the Maritime Provinces know something of Quebec and the grandeur of the St. Lawrence and the Laurentian Mountains, how much desire has been created among the holiday-makers and health seekers of Ontario to know that ancient province, which our French-speaking Canadians have built up and developed and which they love so deeply?

The Ontarians know Muskoka, the shores of the Great Lakes and some parts in the north of their province, but the Middle West, the Plains and the Rockies are closed books to most of them and their families. Florida and California call in the winter, but what effort has ever been made to draw late holiday-makers to British Columbia and the Canadian Pacific seaboard?

Therefore we should like as an association to submit for the thoughtful consideration of the Senate Committee the incorporation in any general plan of tourist traffic development of a specific determination to "sell" Canada to its own people, to break down sectionalism and to let every part of our Dominion know the people and the special advantages of all other parts of our land.

Such a plan would consider every aspect of the undertaking and include:—

- (1) The value of greater national unity and a better understanding between the people in all our provinces.
- (2) The specific education of our Canadian people in the geography of their Dominion, in our national and seasonal playgrounds and in the diversity and extent of our major and minor inland waterways.
- (3) The merits and pleasure residing in the sports and pastimes which each province offers.
- (4) The health-giving qualities of climatic changes that are innumerable.
- (5) The recreation and pleasure to be derived from new contacts with friendly people from Halifax to Victoria and from the Lakes to the Arctic Circle.

The major transportation companies have disseminated such information very widely abroad; but the citizens of even our metropolitan areas hardly know what lies at their own back doors. Florida's income for the season 1933-1934 is expected to exceed 350 million dollars—the greatest return since 1929—all because that State beckoned in a friendly way to other States and other lands.

It seems unnecessary for us to submit any statistics of travel back and forth across Canada's borders and oceans, for these have been gathered and laid before you by others who can do so authoritatively and in their proper proportions. Rather we believe the suggestion we make—that Canadians should be led to know, appreciate and honour their own Dominion—is worthy of an adequate and complete plan; and we shall be greatly obliged to you if you will lay our letter before the Senate Committee at some early opportunity which will suggest itself to your convenience.

Yours very truly,

A. PARTRIDGE,
Manager.

AP/T.

TOURIST INDUSTRY—A FIVE-YEAR PLAN

By J. B. HARKIN, COMMISSIONER OF NATIONAL PARKS

May 18, 1934.

The above term is used merely in the sense of a permanency of policy on carefully planned lines. If such a plan is to be developed for application to the 1935 tourist season, the sooner the planning is started the better the prospect for results. At the outset it is necessary that consideration be given as to what are to be the responsibilities of the Dominion and what the responsibilities of the Provinces and the Municipalities, and the transportation organizations. If new motion pictures are to be used in the campaign covering next winter and spring, these pictures must be planned and taken this summer. The same is true in regard to still pictures. If special literature is to be used there must be ample time for planning, writing and printing it. If exhibits at travel and sports shows or exhibits for travel bureau windows are to be used, the material should be gathered during the next few months. If lecture campaigns are to be a feature of the work, then decisions as to speakers, itineraries, etc., must be based on careful analysis of conditions. Finally, if the plan is to be developed on efficient business lines there must be machinery for ascertaining all the fundamental factors that apply and if these are to be available for the 1935 campaign they must be secured between now and the end of the present year.

There are many other details to be considered but all point to the outstanding fact that the present is the time for initiating work if substantial results are to be secured in 1935. And that means that the necessary appropriations must be made during the present session of Parliament.

General Policy.—The tourist industry of Canada to-day is carried on mainly through the activities of the Dominion and the Provincial Governments, the transportation companies, hotel organizations and various municipal and private enterprises. Any new undertakings by the Dominion must be predicated upon the understanding that these various organizations shall continue to fully function and that the Dominion service shall serve solely to co-ordinate and supplement their operations; not in any way supplant them.

General Advisory Board.—Under the circumstances it is desirable that from the start there be complete understanding and co-operation as between the Dominion on the one hand and the Provinces and other organizations on the other. On this account it is recommended that there should be a General Advisory Board (honorary) consisting of a representative from each Province, each main transportation organization and the Canadian Association of Tourist and Publicity Bureaus. There should be an early meeting of this Board at which the Dominion officers concerned would submit tentative plans for the coming year's activities

and at which the Board would recommend such revisions and extensions as it deemed desirable. Individual members or sub-committees of the Board would be assigned special aspects of the tourist industry for study and, in addition, the Dominion officers would refer by mail to the Board membership any new problems on which the Board's advice was needed from time to time. This is the way the Historic Sites and Monuments Board functions and it has proved eminently satisfactory.

This Committee is suggested because it seems to offer the best means of maintaining a clear perspective on the tourist business in all its ramifications; of constituting the best type of clearing house for ideas in connection with the tourist traffic; the most effective method of maintaining co-operation and co-ordination of effort throughout Canada; the best assurance of the development of plans and programs which will produce results.

A program endorsed by such a Board will have behind it the active support of all the Provincial and other organizations. It will be theirs as much as the Dominion's. And no national program can be a complete success without such support. In addition the program will have been adjusted and amended as to details on the basis of the accumulated experience of the men in Canada who know most about actual tourist work.

Objective.—The Advisory Board should deal with the program from the broad national standpoint and for the moment without any reference to provincial or local considerations. In other words it should develop what seems to be the most effective and economical plans for increasing Canada's tourist revenue. After the plan is completed and then only, it should indicate what portion of the program is provincial responsibility and what Dominion and pass on the complete plans for the information and action of all concerned. The plans should cover every line of activity deemed of value and importance in bringing in foreign visitors, inducing them to prolong their visits; inducing them to spend freely; and at the same time encouraging Canadian to spend their travel money in Canada; also encouraging Canadians with an established income who find it desirable or necessary to spend all or a portion of the year elsewhere than in Canada—to encourage such to choose for their stay other British countries which maintain friendly trade relations with Canada. In other words the plans should aim at the maximum financial advantage for Canada.

A Survey of the Field.—Broadly speaking the tourist industry signifies the sale of our scenic and recreational and cultural resources. In its final analysis it is a matter of salesmanship and therefore commercial practice must be followed.

The first question that arises is, "Where is the Market?" The natural answer of course is, "The United States." In this connection it is important to realize the fallacy of talking of a 120,000,000 market alongside Canada. Eliminate 12,000,000 negroes; eliminate the millions of unemployed; eliminate (largely) the millions geographically more than 500 miles from the Canadian border; eliminate the large number of farmers who are not in a position to do much travelling in the tourist season. Eliminate the large number of people with limited means who nevertheless are car owners. On this basis the potential market is very much reduced and it therefore becomes a matter of necessity that all tourist activities be based on a knowledge of all the factors and all the conditions, especially as the most strenuous competition is ever present on the part of individual states, United States railways, and European and other countries. If Canada is to get the greatest possible return for her expenditures upon the tourist business she must forthwith cease guessing about the field and base every activity and every expenditure (Dominion and Provincial) upon all the facts that can be secured.

It is therefore obvious that an essential first step is an intensive survey of the United States. For this purpose there should be at least five investigators,

dividing the United States among them but providing that their studies be commenced in those states that our records show are already sending us most tourists. This intelligence staff should get complete information on population, wealth (income tax and other figures), automobile ownership; racial and other characteristics of the population; prejudices and partialities; especially likes and dislikes as to types of scenery, fishing (kind, etc.) hunting (what animals); information as to publicity methods most useful in such fields; organizations from which co-operation may be secured; the obstacles and difficulties and oppositions that have to be met; and the mass of other related facts that an intelligent investigator can readily secure.

When this information is analysed it will be possible to specify the localities which offer our best markets and the best methods of reaching the prospects. It will be especially useful in deciding on publicity campaigns. Such surveys should eliminate a great deal of waste effort and produce greatly improved results. Such information should not only be used by the Dominion and its Advisory Board but should be made available for all the Provinces and the transportation companies.

Sales Stimulation.—As adequate information is secured regarding the market the next step is to stimulate sales interest. It seems most desirable that in this connection special pains be taken to study the situation in the first place without considering which authority is to meet the bills but draw up a comprehensive program and then proceed to recommend what portion shall be done by the Dominion and what by the Provinces. This would cover newspaper, magazine and radio advertising; lectures; distribution of movie films and lantern slides; writing, printing and distribution of maps and pamphlets; newspaper and magazine special stories; distribution of mats, cuts and photographs; the development of prospect lists; the planning of contacts with prospects; the compilation of mailing lists; the answering of enquiries.

In connection with publicity it is of the utmost importance that special efforts be directed at giving all publicity material a character which will convince the prospect that Canada offers him something that is better for him than anything offered elsewhere. Personal profit, personal advantage are the factors upon which a prospect finally reaches a decision. It is not sufficient for Canada to say she has beautiful scenery, good fishing, great hunting, unique attractions of various kinds. She has no monopoly of such things. But Canada will get the prospect if Canada in a subtle way shows him that a Canadian trip will contribute substantially to his own well-being; that in Canada's beauty and sunshine and wilderness a visitor will find the coins of Life, which will restore his capital of health and energy depleted by the stress and struggle and noise of modern life, or that in Canada's historical remains or in Quebec's atmosphere of Old France one can get new mental thrills and stimulus. In short we must place in the mind of the American prospect the idea that a visit to Canada adds substantially to his joy of living.

In this connection there should be a persistent study and analysis of Canada's attractions with a view to presenting their strongest appeal; also a study as to what states or cities or classes such appeal will influence.

Work in Canada.—When the tourist has come to Canada he naturally expects Canada to "deliver the goods." It is our responsibility to see that he gets what he was promised. If he came for fishing he must be sent where he will get fishing; if he came for big game he must have a real opportunity to get big game. He must also be given courteous treatment; he must be protected against overcharges and exploitation; he must be able to secure good food and sleeping accommodation at reasonable charges; sanitary conditions and water supply must be satisfactory. These and many other matters determine whether the tourist will prolong his stay; whether he will come again, and whether he will send his friends. Quebec Province has taken many advanced steps in

connection with matters of this kind and it is of the utmost importance that all provinces carry on, on similar lines. Herein the Dominion and the Advisory Board can offer encouragement and suggestions. Uniform and adequate action in all the Provinces would be of great value.

Keep Canada Beautiful.—The tourist business is of such financial importance that it is imperative that Canada's stock of scenery and recreational areas be jealously protected, developed and conserved. Here the Dominion and the Advisory Board can be of value mainly by inducing the Provinces to take adequate steps in that connection. A fishless lake will not attract a fisherman; a gameless forest is useless to a sportsman. The thoughtless destruction of a group of trees on a roadside may utterly destroy a beautiful landscape. Publicity upon this subject of conservation will have to be carried on constantly with a view to developing in the minds of the people of Canada a determination to keep Canada beautiful. We need to do so for our own welfare; we need to do so to perpetuate the tourist industry.

Interprovincial Traffic.—It goes without saying that it is of financial advantage to Canada to induce as many Canadians as possible to spend their holidays in Canada rather than in foreign countries. The stimulation of such traffic, however, is primarily a matter of provincial concern. Dominion intervention might create difficult situations. It is believed that in this traffic there must first be a common understanding arrived at by all the provinces. This can best be arrived at through the Advisory Board because on it each province and the main transportation services will be represented. The Dominion publicity officers can of course be of much service in placing publicity material in Canadian publications which will stimulate Canadian interest in Canada. Probably the cause can be advanced by enlisting the sympathy and co-operation of the provincial departments of education and, through them, the schools. Newspaper advertising would undoubtedly produce good results.

Eastern Hemisphere Tourists.—This field is of course a steamship proposition. The steamship lines are well organized and have the urge of profit. Therefore it is considered that the tourist traffic on the North American continent should, for the time being, receive most attention. A sub-committee of the Advisory Board should canvass the European situation with the steamship people. Undoubtedly there are contributions that can be made by Canada to stimulate this traffic but at best the traffic cannot be very large (numerically). For the time being a study of the situation, collection of information, is my only recommendation.

Souvenir Industry.—Tourist traffic always signifies extensive sales of souvenirs. Unfortunately the bulk of the souvenirs sold in Canada are of foreign manufacture—many of them from Japan and China. The tourist in Canada prefers a souvenir that is distinctively Canadian. Our French Canadian art, and Indian art constitute a great source of raw material for souvenir design. Our forests and our hills contain a vast amount of raw material for transformation into souvenirs. It is therefore obvious that from a financial standpoint steps should be taken to put a genuine Canadian souvenir industry on its feet.

Winter Emigration from Canada.—Thousands of Canadians spend the winter in foreign countries. In addition there are large numbers of Canadians who having acquired a competence in Canada take up permanent residence in foreign lands because of climatic conditions. These latter people are in effect "remittance men." Both classes represent a very substantial financial loss to Canada. In the State of California alone there are over 100,000 native born Canadians in permanent residence there. If only half of these are living on

Canadian capital and are spending only \$1,000 per year, the total is \$50,000,000. Any tourist traffic scheme cannot overlook such a situation. Several means of meeting this in part are worth considering. First, encouragement to retired Canadians to take up residence in those portions of British Columbia which have a reasonably mild winter climate. Second, encouragement to Canadians, who either wish to spend the winter away from Canada or who for any reason wish to permanently reside elsewhere, to give their preference to countries like the British West Indies, countries which trade fairly with Canada. Money spent by Canadians in such countries is almost as good for Canada as money spent at home. A third thought in this connection is that some suitable island in the West Indies be secured by the Dominion and be administered as a National Park of Canada. There Canadians could winter in Canada and so without any financial loss to Canada. Moreover, the fact that it was a National Park would guarantee Canadians that all conditions would be satisfactory from every standpoint.

A Federal Tourist Service.—The development of machinery to carry out Dominion responsibilities is of course necessary. The existing tourist machinery is a nucleus for such an organization. This would have to be added to as plans and activities developed.

Interdepartmental Advisory Board.—From the start the Executive officers should have the help of an Interdepartmental Advisory Board to include representation from Interior, Trade and Commerce, Immigration, National Revenue, Mounted Police, Justice, Radio Commission. This body should meet from time to time at the call of the Chair and collectively and individually smooth out all tourist problems that directly impact upon Departments concerned (for instance, Immigration, Customs, etc.), and also see that all Government Departments co-ordinate their work with a view to producing the best possible results from a tourist traffic standpoint.

Annual Tourist Conference.—It is considered that it would be worth while, especially during the earlier years of a five-year plan to also hold an annual tourist conference, probably immediately before the meeting of the Advisory Board. In addition to the various organizations and institutions directly concerned in tourism there could be represented interests which have an indirect concern, such as boards of trade, banks, press organizations and manufacturers' associations, etc.; also any individuals interested; and finally representatives of important national organizations like the National Council of Women, Service clubs, Canadian Clubs, Labour organizations, Motor leagues, Union of Municipalities, etc. No tourist plans will function fully unless the people of Canada as a whole become tourist-conscious. Final results of all efforts depend to a very great extent upon the atmosphere which the visitor finds himself in. Courtesy, friendliness, a welcoming attitude everywhere will contribute immeasurably to the development of traffic. A very definite plan to make the people of Canada tourist-conscious will have to be carried out. There is no doubt a general tourist conference participated in by the general public would not only bring about new ideas and suggestions and constructive criticism but would contribute very much to making the people of Canada realize that the tourist industry is dependent very largely upon their individual co-operation.

General.—The detail associated with the promotion of tourist traffic is so great that necessarily many factors are unmentioned in this memorandum. An attempt has been made only to present the main factors that have to be taken into account, and to suggest the main methods desirable to follow and the general plan of organization to develop. The tourist traffic cannot be developed to its full potentialities except by sustained and alert efforts applied to plans intelligently worked out and constantly kept up to date.

TOURIST TRAFFIC—EMERGENCY MEASURES FOR 1934

By J. B. HARKIN, COMMISSIONER, NATIONAL PARKS OF CANADA

May 18, 1934.

The following is submitted in connection with the request for suggestions that might stimulate tourist traffic during 1934. With the tourist season actually begun anything done now must be of an emergency character. The suggestions are based on three aims:—

- (1) To induce more U.S. traffic.
- (2) To induce foreign visitors to prolong their stay and increase their expenditures.
- (3) To induce Canadians to spend their holidays in Canada and thus keep their money in the Dominion.

All three are obviously directed at a purely financial objective.

Interprovincial Trade.

1. For interprovincial traffic money spent in advertising in Canadian newspapers would be effective. To avoid jealousies this money might be allotted on the basis of dollar for dollar spent by each province in another province, with a maximum over which the Dominion could not go. The advertisements would have to receive prior Dominion approval.

2. Each Provincial Tourist organization to arrange for addresses in all service clubs encouraging interprovincial traffic.

3. Solicit editorial co-operation of newspapers.

4. Each Provincial organization to arrange for business men to enclose a filler in their mail going to another province.

5. To ask national organizations like National Council of Women, Daughters of the Empire, etc., to stress "Seeing Canada" to their membership directly and through the official organs.

American Traffic

1. Special instructions should be issued to Customs and Immigration officers regarding courtesy, assistance.

2. Contact men might be placed at strategic points on the United States main highways to divert traffic to Canada.

3. Contact might be placed at the main Canadian ports of entry to give visitors a welcome, offer them maps and information and adroitly induce them to take longer trips than planned.

4. To make special efforts to attract fishermen and hunters by circularizing the various United States fish and game clubs; to attract canoeists and motor boat owners.

5. To use the Cartier celebration as a special incentive to the large French Canadian population of the New England States to visit Canada this year.

6. To capitalize the interest in gold by suggesting a visit to the Ontario and Quebec gold fields.

7. To capitalize the unveiling of the General Pike memorial at Toronto.

8. To put on special Canadian radio programs to reach Northern State listeners.

9. To advertise in the United States Sunday papers in the states from which most traffic now comes. This should be done in the name of the Tourist and Publicity Bureau Association. The advertisements should be approved by a committee representing the Dominion, the transportation companies and the Bureau. It should be arranged that all advertising to be done by the Provinces and the transportation companies should be timed so that there would be a sustained cumulative effect of it all.

BRIEF SUBMITTED BY THE HOTEL ASSOCIATION OF CANADA
(INCORPORATED)

WINNIPEG, MAN., May 16th, 1934.

The CHAIRMAN,
Senate Tourist Committee,
Ottawa, Canada.

Dear Sir,—The Hotel Association of Canada, representing some six thousand hotels throughout the Dominion of Canada, is greatly interested in the work of the Tourist Committee, of which you are chairman, appointed by the members of the Senate to conduct an enquiry into the tourist industry.

Perhaps no other line of industry is so closely associated with the tourist visiting Canada than are hotels. The visitation to our country of millions of American tourists has enhanced to a considerable extent purchasing power of hotels, which has its reflex in better business conditions in their respective communities.

As an Association, we appreciate to the utmost and have supported the various bureaus throughout Canada that have for the past decade performed much good work in encouraging people to visit Canada. We realize further that this industry has reached tremendous proportions; it being estimated from 1925 to 1929 American tourists were spending \$500,000,000 a year in Canada. The number of tourists dropped from 3,070,000 in 1932 to 2,233,000 last year. It would thus appear that Canada needs an aggressive policy in order to restore annual tourist revenues to the 1925-29 figures. This is not impossible.

European countries, as many of the Latin-American countries, have for many years in a national sense, given attention to this important branch of national trade and a great number of these countries annually appropriate sums of money for the promotion and encouragement of the tourist industry.

Canada has all to offer that other countries have in the matter of scenery, sport and hunting facilities. What is needed is a sales campaign to sell that which we have. This leads me to say that the hotel industry of this country looks forward with interest to the report of your committee and trusts that definite action will be taken without delay in order that a policy be inaugurated which will promote tourist traffic.

We would suggest that in your recommendations, the formation of a federal bureau to co-ordinate activities of existing provincial and private bureaus be included. Further, that there should be developed by the said Bureau a national policy for tourist publicity and advertising. Consideration should be given to the larger development of interprovincial traffic, particularly in view of the tremendous improvements which have been made in provincial highways by all provinces during the past five years, together with the fact that we have an all Canadian highway rapidly nearing completion. Attention should also be given to publicity in respect to Canadian national parks, of which we should be justly proud. Further, additional parks should be established in order that a chain of such extend across the Dominion.

The Hotel Association of Canada has not been remiss in the past years in building up this business and playing its part in the promotion of tourist travel.

We have a national hotel magazine, copies of which I am forwarding you under separate cover, so that you may be convinced that we have sought to the best of our ability and means to promote tourist travel.

Again, may I point out that hotels have improved tremendously in standards of accommodation available to the travelling public.

We have not been remiss in supplying the necessary information in order to promote interprovincial travel. We believe to a great extent this has been effective.

In conclusion, I desire to impress upon the honourable members of your committee the need of immediate action, together with the assurance of the utmost co-operation from the Association which I have the honour to represent.

Yours very truly,

THE HOTEL ASSOCIATION OF CANADA,

CHAS. A. TANNER,
Managing Director.

BRIEF SUBMITTED BY MR. T. A. McINNIS, COMMISSIONER,
BUREAU OF PUBLICATIONS, GOVERNMENT OF THE
PROVINCE OF SASKATCHEWAN

The government of the Province of Saskatchewan is interested in the investigation at present being made by a Senate Committee into the tourist traffic industry because Saskatchewan is in an excellent position to profit from that industry.

We have in Saskatchewan invested a large amount of money in highways and in government owned and controlled summer resorts. We have scenery that is unsurpassed for charm in any part of the world. We have a vast hinterland, becoming more accessible each year where tourists may spend a vacation and may investigate and explore regions absolutely virgin and possessing potentialities beyond comprehension.

The first-hand knowledge of our country and our resources and of the opportunities existing there that tourists, who sojourn in Saskatchewan's primeval fields and forests will acquire, is sure to result in the investment of new capital in this country and, without doubt will stimulate the opening up of new areas to the lasting benefit of all Canada.

Saskatchewan is well served by a modern system of trunk roads as embodied in the Saskatchewan provincial highway system, supplemented by a network of main market roads and local roads serving as feeders to the provincial system.

Saskatchewan's projected provincial highway system cover a total of 7,639 miles. Of this mileage 5,849 miles have been graded by the provincial department of highways up to the standard required on the provincial system. Of this graded mileage 2,113 miles are gravel surfaced. Of the 1,790 miles not constructed up to this standard the major portion can be classified as "fair earth road," leaving only a small mileage to be classified as "projected road impassable."

The policy of the government of the Province of Saskatchewan in dealing with forest reserves owned by the Province has been to set aside as Provincial Parks certain areas within these reserves suitable for such purpose.

Several of these parks are now developed and are operated under the control of the government through the Department of Natural Resources. These are located in all parts of the Province and offer a variety of attractions including all of the out-door sports, both modern and primitive. At one of these resorts tourists may benefit by the curative property of medicinal waters that have proved of the greatest value in the treatment of many kinds of skin diseases and in rheumatism.

The construction of highways and the development of parks in Saskatchewan are of recent date and no set policy for the encouragement of tourist traffic has as yet been formulated by the government.

The interest which the province itself has in securing patronage for its resorts, coupled with the interest of the whole people in securing the benefits of tourist trade, would seem to indicate that the government might very readily co-operate with the Dominion Government in making the matter of the encouragement of tourist trade a departmental responsibility.

The nearness of the provincial elections, and the fact that our Natural Resources department have important matters in connection with the return of our resources now under consideration for adjustment, make the time inopportune for dealing with this matter in a way which its importance warrants. The conditions as outlined, however, should be sufficient to justify the assertion that Saskatchewan is in the business of promoting and catering to tourist trade, and will devote a considerable amount of energy to that end. It is hoped that co-operation with the rest of Canada in this matter will be rendered feasible by the very timely action of the Senate Committee now investigating and considering the problem.

BRIEF SUBMITTED TO THE COMMITTEE AS AN EXPRESSION OF VIEWS OF A TOURIST TRAVELLER IN THE MARITIME PROVINCES

The writer of these notes has spent every summer for the past ten years in motoring through, and camping in different parts of Canada, between Ottawa and the Maritime Provinces, going as far east as Cape North on Cape Breton Island, and as a consequence has some knowledge of conditions which prevail so far as this form of tourist business is concerned.

There is a large number of persons who either from preference or necessity do not frequent hotels, and if they travel at all must patronize cabins and parking places, or erect their own shelter. This number has increased very considerably during the past few years. East of Quebec City the writer has found that there are comparatively few places where camping sites are readily available, and in many cases it will be found that the distribution of the same is very unsatisfactory. In some districts a large number are located; and then long distances intervene where the traveller may search in vain for such accommodation as he requires. I may note here that in United States it is possible to obtain a booklet giving a list of over 30,000 camping places and tourist cabins throughout the Republic. The State of Maine Publicity Bureau, the Michigan Tourist Association and numerous other State Associations advertise such facilities in many American publications. I know of no such information readily available in Canada, except through Automobile Clubs, and this is usually (particularly in the Maritime Provinces), word-of-mouth information which is least effective and convenient. It will commonly be found, I think, that the distribution of such camping places as there are is inconvenient and unsatisfactory; as, probably from emulation, a half dozen persons will be found in the business carrying ample accommodation at certain centres, and then long distances between with none at all. There are, of course, considerable stretches of country between Quebec and New Brunswick not thickly settled, but this should not effect the desirability of providing accommodation for campers—in fact, on the contrary. Some effective supervision of such places is very necessary, as the conception of the meaning of the word “accommodation” varies very widely. Moreover, more or less uniform schedules of rates of payment is desirable, which should be reasonable to all persons con-

cerned. Very often the accommodation provided in cabins is such that the average traveller would prefer sleeping under his own portable vine and fig tree, rather than in a dirty and uncomfortable cabin. This average traveller, whether wisely or not, appears desirous of covering as much territory as possible during a day, and he frequently experiences (and has seen others in similar plight), the inconvenience of pushing along in the gathering darkness on a bad night looking for a place of shelter. This probably has not been experienced by Members of the Committee, but there are many travellers to whom it has made one of the major unpleasantnesses experienced in touring in the Maritime Provinces. I would call attention to the desirability of municipal tourist camps, such as the excellent one at Moncton, N.B., well situated and with hot and cold showers and cooking facilities. The writer has heard many tourists speak in praise of it, and very often add that, in return, they buy as much as possible in Moncton in the way of supplies.

I am representing, as you will observe, the less wealthy class of traveller; but there are very many such, and they have of necessity to distribute a fair amount of money in the country. The matter of providing public parks and camping reserves in the eastern part of Canada, particularly, is one of importance, and in this connection I might note that while there has been great publicity given to the fishing attractions of the Maritime Provinces, and while there is no doubt that such attractions do exist they are to a considerable extent a dead letter, not only for the tourist from abroad but for the native Canadian as well. Such places have been largely appropriated by those with means to secure and develop them, and while the urge to fish and hunt game is pretty common to all humanity the ability to avail one's self of such a pleasure is largely confined to those with larger means than the average traveller can claim.

The tourist literature of the large railways emphasizes the fine fishing in Canada. I quote from an advertisement published by one of our Canadian railways in the American magazine "Outdoor Life." "Fighting Square-tails . . . fast, cold water . . . That's the combination . . . add one enthusiastic fisherman . . . mix well . . . and let Nature take its course. Win or lose, you'll get your money's worth of sport and thrills in Canada. Clear, cold, unpolluted waters . . . three thousand miles, from coast to coast . . . are awaiting the swish of your rod. In the east, speckled brook trout, Atlantic salmon, and sea trout. Further inland, small-mouth bass are plentiful in lake waters."

Then, on the opposite page the other railway takes up the alluring tale. . . . "Big fellows lurk in thousands of foam-flecked, cold, amber pools. Come up and fish. Bring the ladies along." Then at the bottom there is the catch—the fly in the ointment—"Guides and outfitters available." Now, this is the poor man's plaint. The man in the Ford probably spends much less money than the man in the Rolls-Royce, but they are many more of them, and they cannot afford guides and outfitters. If it is considered desirable to make these alluring facilities available to him it must be where expensive club associations, guides and tips are not necessary. Izaak Walton was a poor man.

In attempting to press the views of what, I think, is "the forgotten man" in the tourist trade, I am quite aware that he may be considered, and perhaps properly so, of minor importance; but it occurs to me that this very admirable effort to develop the tourist business in Canada was not conceived with a view entirely to the monetary returns, but also from humanitarian and good fellowship considerations.

To summarize: 1. More, and more widely distributed camping accommodation, properly supervised, is desirable. 2. Sporting facilities might be made available to the "run-of-mine" variety of tourist.

BRIEF SUBMITTED BY VANCOUVER PUBLICITY BUREAU

May 14, 1934.

CHAIRMAN,
Senate Tourist Committee,
Parliament Buildings,
Ottawa, Canada.

DEAR SIR,—Mr. R. J. Cromie of the Vancouver Sun has asked me to forward information requested in your telegram of the 11th instant regarding British Columbia's tourist development campaign and publicity costs. In this connection I beg to respectfully submit the following.

It was shortly after the Pacific Highway was paved from the International Boundary to Vancouver that this Bureau became really active in advertising our tourist attractions. The completion of the paving placed Vancouver at the northern end of a highway extending through the states of Washington, Oregon and California to the Mexican border. Our Bureau took advantage of this opportunity and since then has carried on consistent advertising campaigns in the territory to the south of us. The Bureau has also carried considerable advertising in Eastern Canada and the Prairie Provinces and details of them will be gladly submitted to you, should you so desire.

The success of our efforts in this work is due in no small measure to the inauguration some ten years ago of an international association comprising the cities of Tacoma, Seattle and Bellingham in the State of Washington, and Victoria and Vancouver of this Province, known as the Puget Sounders and British Columbians Associated. Contributions are made to a common fund by each member city, the amount of the contribution being based on population. Pooling the funds enables the production of larger and more effective campaigns than would be possible if each city conducted its own advertising individually. The advertising is carried in the larger city daily newspapers and in travel magazines of Oregon and California. This year the Association is spending \$18,000 in advertising; the total cost will be approximately \$20,000 including the follow-up. The funds have necessarily fluctuated from year to year, due to general financial conditions. During the years 1928, 1929, 1930 and 1931 our annual expenditures were double the 1934 budget. To date approximately half a million dollars has been dispersed in this work, by the Association.

There is going forward to you by this mail a complete set of proofs of the 1934 campaign, along with a list of the media being used and the 1934 schedule showing the dates on which the advertisements will appear. A copy of our picture book, "The Evergreen Playground" illustrating the tourist attractions of the Pacific Northwest is included in the package.

The campaign broke on April 12th with an announcement offering a free copy of the picture book referred to in the foregoing paragraph. The advertisement appeared simultaneously in the Los Angeles Times and San Francisco Examiner. The San Francisco Chronicle carried the advertisement on April 19th. It appeared in the San Diego Union and Tribune on the 17th and 19th; in the Fresno Bee and Republican on the 26th; in the Portland Oregonian on May 1st, the Stockton Independent on May 4th, and San Diego Union April 18th.

The schedule continues with weekly advertisements; the closing date being July 18th. To date, scarcely one month since the appearance of the first advertisement, we have received 1,360 responses requesting a copy of the booklet and other information. The enquiries are sent to each member city so that they may be followed up.

In order to derive the fullest possible advantage accruing from our campaign, the Vancouver Publicity Bureau provides supplies of literature to over 500 information bureaus and travel agencies located in the territory in which the

advertising appears. This includes chambers of Commerce, "Ask-Mr.-Foster" and other travel organizations, as well as publicity bureaus, automobile clubs and railway and steamship companies.

The newspapers and magazines included in our list of media operate travel departments and travel information bureaus. Our organization receives full advantage of their co-operation. This provides additional publicity, through the publication of feature stories and the reproduction of photographs, at no extra cost to us other than that of providing the material. Our advertising is placed through an Agency and this year a Canadian Company received the appointment, Messrs. Cockfield, Brown & Co. Ltd., head office in Montreal and a branch office in Vancouver. I will be pleased to forward any additional information you may require, should you wish to know something about enquiry cost according to reader circulation, production costs, or other details.

In addition to black and white space the Association has used billboards in the Los Angeles district and in northern California.

The Vancouver Publicity Bureau has carried an advertising campaign each year for the past nine years in the leading daily newspapers of Seattle, Tacoma, Bellingham, Aberdeen and other places in the State of Washington, as well as the Portland Oregonian and the Portland Journal. Our annual expenditure in this connection has ranged from \$3,500 to \$10,000. The campaign includes the use of billboards.

There is going forward to you by this mail, several of our Annual Reports in which the activities of the Bureau are fully set forth. You will note that our budget has ranged from \$85,000 per year to \$30,000. The 1934 budget will be in the neighbourhood of \$30,000. The proportion of overhead shows from 70 cents to 75 cents of every dollar as having been devoted to advertising and publicity costs; the remaining 20 cents to 30 cents has been spent in overhead, including the maintenance of a ground floor office and a complete information counter. The Annual Reports will be found to also include an outline of the work of the Puget Sounders and British Columbians Associated.

Hoping that you will not hesitate to call on me should you desire further information, I am,

Yours sincerely,

CHARLES H. WEBSTER,
Commissioner.

*Chairman, Advertising Committee,
Puget Sounders and British
Columbians Associated.*

THE SENATE OF CANADA



PROCEEDINGS

OF THE

SPECIAL COMMITTEE

ON

TOURIST TRAFFIC

No. 7

The Honourable W. H. Dennis, Chairman

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FINAL REPORT AND RECOMMENDATIONS
OF THE COMMITTEE

ORDER OF REFERENCE

*Extract from the Minutes of the Proceedings of the Senate for the
26th April, 1934*

Ordered, That a Special Committee be appointed to consider the immense possibilities of the tourist traffic, to inquire as to the means adopted by the Government looking to its encouragement and expansion, and to report to this House.

MEMBERS OF THE COMMITTEE

The Honourable Senators: W. A. Buchanan, W. H. Dennis, W. E. Foster P.C., R. F. Green, H. C. Hocken, R. B. Horner, C. MacArthur, and G. Parent.

FINAL REPORT AND RECOMMENDATIONS OF THE COMMITTEE

TUESDAY, 22nd May, 1934.

The Special Committee appointed to consider the immense possibilities of the tourist traffic and to inquire as to the means adopted by the Government looking to its encouragement and expansion, beg leave to present their third Report, as follows:—

In the course of several meetings held by the Committee the following witnesses were heard and examined by the Committee, the names being in alphabetical order and the pages where their evidence may be found being set out after their respective names:—

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As a result of its survey and investigation, and the unanimity of the evidence and submissions received, your Committee has come definitely to these conclusions:—

1. That the Tourist Trade of Canada is capable of great expansion.
2. That this is a matter of national concern, in the interests of the Dominion as a whole.

3. That there is need for the establishment, at as early a date as possible, of a central organization at Ottawa to co-ordinate the activities of the multitude of tourist agencies, public and private, throughout the Provinces, as well as the work of those Federal Departments and Services interested in the promotion of tourist travel within and to Canada.

Such an organization, your Committee suggests, might be named "The Canadian Travel Bureau"—to be a branch of the appropriate Department of Government, with a Director at its head; together with an Advisory Council to the Bureau made up as follows:—

The Directors of Information of all the Provincial Governments;

Representatives of Federal Departments and Services interested in the promotion of the Tourist Trade, and the members of the Executive Committee of the Canadian Association of Tourist and Publicity Bureaus.

Also, to supplement the work of the proposed Bureau and Advisory Council, a Standing Committee of this House (representative of all the Provinces) could render valuable aid, meeting from time to time during each year, and considering ways and means for expansion of the Canadian Tourist Trade. Such a Committee would keep Parliament in direct contact with this work, and the members of the Committee could render useful service in their respective Provinces, not through an interest in tourist travel publicity alone, but in movements to make the country and its equipment more attractive to visitors.

Your Committee heard evidence to indicate a considerable over-lapping and duplication in the activities of the various Departments of the Dominion Service, as well as of Provincial and private agencies, in the dissemination of publicity, and has come to the conclusion that through a co-ordination of efforts, such as is proposed, a substantial saving in time, money and energy could be effected—thus producing present results with greater economy, and enlarged results in proportion to the additional expenditure of funds and endeavor. But, in whatever action the Dominion Government and Parliament may take, in line with this report, it should be clearly understood that it is of a national character, in addition to the expenditures being made and proposed by the existing agencies, and intended to supplement and not to supplant what already is being done.

Estimates prepared by the Dominion Bureau of Statistics show that in the "peak" year (1929) Canada's tourist trade had a value of \$309,379,000. By 1933 this figure had shrunk to \$117,124,000.

It has been urged before the committee (and here the unanimity of expert witnesses has been striking) that \$500,000,000 in revenue from tourists might well be set as the objective of a progressive permanent program of Canadian tourist trade promotion—provided an immediate start is made.

There is also expert testimony that results have been in direct proportion to the amount and character of tourist publicity employed.

A careful weighing of the evidence placed before it has convinced your committee of the need for early action at the present session of Parliament to launch a program of tourist trade promotion from a broad national standpoint.

Mindful, as it is, of the condition of the public finances, the Committee nevertheless believes that a reasonable appropriation at the present session would be an excellent investment applied to what might be termed an

"emergency" campaign to publicize the tourist attractions of Canada within and outside the Dominion. It is the conclusion of the committee's deliberations that \$150,000 is to be regarded as the minimum amount required for this work during the calendar year 1934 and the first three months of 1935 which will elapse before the close of the present fiscal year. The "emergency" campaign of publicity, to be effective, should begin not later than June 15th, and should be conducted with unusual vigour. It is apparent that the heavy falling off in the Canadian tourist trade has created a condition of emergency, and that aggressive efforts to regain what has been lost, and in time to increase tourist revenues above the 1929 figure, should now be organized as suggested.

As but one example of the importance of the tourist trade to the entire population, your Committee has before it evidence showing that approximately 65 per cent of expenditures by tourists are for products of the farm. Than this, nothing could serve more emphatically to emphasize the national character of this trade, and the vital need for prompt and effective action in its development.

Evidence submitted to your Committee shows that a total of \$22,703,724 has been expended by the Dominion Government on the establishment and maintenance of National Parks within Canada. While your Committee is of the opinion that this expenditure has been desirable and is to be commended, it feels called upon to note these facts:—

- (a) The establishment of these National Parks has been concentrated almost exclusively in one part of the Dominion—Quebec and the Maritime Provinces having no similar National Parks under Dominion authority; and
- (b) Having established these National Parks, we have failed adequately to advertise their attractions to the people of Canada and the outside world.

Your Committee agrees with the strong representations of witnesses that the establishment of National Parks by the Dominion authority should now be extended, as a truly national policy, to embrace all the provinces; and that these ideal settings for the scenic and historic attractions of Canada justify greater and more effective efforts to induce visitors to see and enjoy them.

And here, it is felt, emphasis should be laid upon the need for the best possible highways facilities. If an expenditure of \$22,000,000 on these Parks is to be justified by adequate returns, the roads leading to the Park approaches should be dustless; and here the Dominion might reasonably be expected to co-operate with the Provincial authorities in removing what amounts to a heavy handicap to tourist travel.

Your Committee is unable to agree with a suggestion that "some suitable island in the West Indies be secured by the Dominion and be administered as a National Park of Canada." Rather, in the judgment of your Committee, the desirable and necessary course is an extension within Canada of our National Parks system as an asset of immense value in the stimulation of tourist travel.

During the summer and autumn months of the past four years an average of more than 70,000 tourists visited these Parliament buildings annually. The figures are as follows:—

1930	83,976
1931	81,573
1932	64,129
1933	66,147

It would be difficult to exaggerate the significance of these figures or to avoid the obvious suggestion they convey.

Your Committee has to propose that during the tourist season there be maintained within this building a room to which visitors might be invited, there to receive information regarding Canada and literature setting forth the attractions of all the provinces.

Motion Picture sound apparatus is now being installed as a federal departmental service, and visitors might also be invited to witness here screenings of pictures depicting Canadian scenes and activities.

And from this central point these visitors could be directed to those parts of the country selected by them as the objectives of their visits.

Impressed as they are with the possibilities of motion and sound pictures as a medium of travel publicity, the members of your Committee urge the frequent showing of official Canadian pictures in the theatres of the Dominion and other public places in all the provinces. This might be conducted as an educational campaign, for children and adults alike, and as a national contribution to the encouragement of travel by Canadians within their own country. Such a feature could be called "Canada on Parade" and be conducted in an appropriate patriotic atmosphere.

With so many people of Canadian birth and origin resident in the United States, it should not be difficult to induce theatre owners to give frequent screenings of these pictures in that country as well, and, in addition, these official Canadian pictures might be shown in the British Isles and the British West Indies. Here, your Committee feels, is an opportunity for extensive and valuable tourist publicity at a minimum of cost.

Your Committee has also to suggest the utilization of official pictures for the information of Parliament itself. While this suggestion has no more than an indirect bearing upon the subject matter of this inquiry, it is, nevertheless, related to an important extent.

If, at intervals during the sessions, sound and motion pictures of Canadian industrial activities were shown in this building, all associated with Parliament could receive impressions and information of great value, particularly at times when Parliament needs such guidance in its consideration of measures to deal with definite conditions of an emergent character.

It is, in the opinion of the Committee, also desirable that facility in regulations be afforded the taking of motion pictures within Canada by agencies located outside Canada, and that such activities should be encouraged as important media of publicity.

Your committee has had from representatives of transportation companies considerable evidence regarding special excursion and tourist rates on railways and steamships and details of special tours and services. These undoubtedly, have had a pronounced effect in stimulating tourist travel, and might well be enlarged and extended. The hotels and transportation companies have been doing a very large and effective work in tourist trade promotion; they are to be commended for their efforts, and urged to increase them wherever possible.

Too much attention, the Committee feels, cannot be paid to the possibilities of a greatly enlarged tourist trade coastwise and through our inland waterways, to be promoted in conjunction with rail and other forms of land transportation. This is of particular importance in view of the growing popularity of short sea voyages on both the Atlantic and Pacific coasts.

There are also extensive opportunities for an expansion of Canada's tourist trade from overseas; and the Committee has received information regarding a new tourist movement *from* European points to this continent, encouraged by low steamship fares. This movement is bound, the Committee is assured, to assume large proportions.

Consideration also must be given to the possibilities of an increase of visitors from Bermuda and the West Indies during the Summer and Autumn months. Already several citizens of those Islands have purchased summer homes in Canada, and your Committee believes there are opportunities for a considerable enlargement of this movement.

It is unnecessary here to recognize the vital importance of good roads as a dominating factor in tourist travel; but your Committee feels bound to emphasize two impressions left upon it as a result of its enquiry:—

1. The detrimental effects of dust as a highway nuisance and menace; and
2. The menace of dangerous railway level crossings.

Urging upon all authorities the removal of these handicaps wherever possible, the Committee feels that Federal co-operation in the matter of highways might usefully be extended in these directions.

The construction of a Trans-Canada Highway is, in the Committee's opinion, of the utmost value in relation to the tourist trade; and some Federal co-operation with the Provinces in the elimination of the dust nuisance and menace, during the tourist season, in localities where hard-surfacing of roads cannot immediately be undertaken, would be a good national investment.

Your Committee is impressed with the immediate possibility of an expansion of the Canadian tourist trade within Canada, and the results which might be expected to follow a more intensive promotion of interprovincial travel. There is evidence, from the Secretary of a Provincial Hotel Association, to show that while the number of visitors from outside Canada has fallen off heavily in the past few years, visitors from other provinces of the Dominion have increased in numbers.

And of equal importance is the consideration of aviation in tourist travel. Before the business recession a few years ago, this form of travel, both internationally and within Canada, was growing remarkably in volume and popularity; and the early future will witness a resumption of this growth. Therefore, the possibility of aerial transport should be explored in its relation to the tourist trade, and wherever possible, advantage should be taken of its utility and inducements.

Similarly, emphasis must be laid upon the growing importance of radio broadcasting in relation to the tourist trade. There should, the Committee urges, be the closest co-operation between the Canadian Radio Broadcasting Commission and agencies engaged in the encouragement of tourist travel. The broadcasting of descriptions of Canadian scenes and events within and outside the Dominion should receive close and constant attention.

As one of the most important of all considerations, your Committee urges the imperative need for conservation and campaigns to impress this need upon the public mind—conservation of Canada's fish and game resources—conservation of Canada's scenic attractions, and conservation of Canada's forest growth, than which nothing could be more priceless as a national asset.

It is, the Committee feels, desirable that tourist travel in and to Canada should be encouraged in all ways consistent with a fair and reasonable enforce-

ment of regulations and the welfare and dignity of the country generally. It is fundamentally important that visitors receive good impressions of Canada; that they have a right to expect courtesy and helpfulness from all with whom they come in contact, whether in an official or private capacity; and that information and directions be given them readily and in a friendly spirit. Moreover, every citizen of Canada should be a self-appointed guardian of Canada's good reputation, and should strive to make Canada even more inviting in appearance and hospitality.

Serious in its effects on tourist travel is the incidence of ferry rates, particularly those on motor cars. This was impressed upon the Committee; and the case of the Prince Edward Island car-ferry rates on motor vehicles was urged as an example. Smallest of all the Provinces, Prince Edward Island is the one Province of Canada that must be reached across water, and it is not difficult to appreciate the importance of this matter as affecting that part of the Dominion. Moreover, as was pointed out, it is in the essence of the Canadian partnership that ferry rates and services to and from that Province should be such as to relieve it, insofar as possible, of the disadvantages of its island position; and anything short of this makes for insularity.

Similarly, and viewing the Canadian situation as a whole, it is axiomatic that the greatest possible facility should be afforded the movement of motor cars by ferry and otherwise, since the motor car plays such an enormous part in tourist travel to-day.

In line with the foregoing, the chief findings and recommendations of your Committee are summarized as under:—

1. That the tourist trade of Canada is a matter of National, as well as provincial, municipal and private concern.
2. That the tourist trade of Canada is capable of great expansion.
3. That an aggressive campaign of tourist trade promotion should be launched at once as a national effort and in co-operation with tourist travel and publicity agencies, public and private, throughout the Dominion.
4. That a "Canadian Travel Bureau" be established as a branch of the appropriate Department of the Dominion Government; such Bureau to have a Director at its head, and be assisted by an Advisory Council consisting of the Directors of Information of the various Provincial Governments, representatives of the Federal Departments and Services interested in tourist travel promotion, and the members of the Executive Committee of the Canadian Association of Tourist and Publicity Bureaus.
5. That a sum of not less than \$150,000 be voted at the present session of Parliament to finance this campaign during the current fiscal year.
6. That a permanent progressive program of Canadian tourist travel promotion be launched, with the closest co-operation between all agencies engaged in this work, the Dominion's share in effort and expenditure to co-ordinate and supplement the work already undertaken and proposed by all other agencies, and in no manner to supplant this work or the organizations engaged therein.
7. That a Standing Committee of this House (representative of all the Provinces) be set up, to bring Parliament into direct and permanent contact with this important national matter, to conduct an annual study of the tourist trade, and to consider means through which it may best be fostered and encouraged.

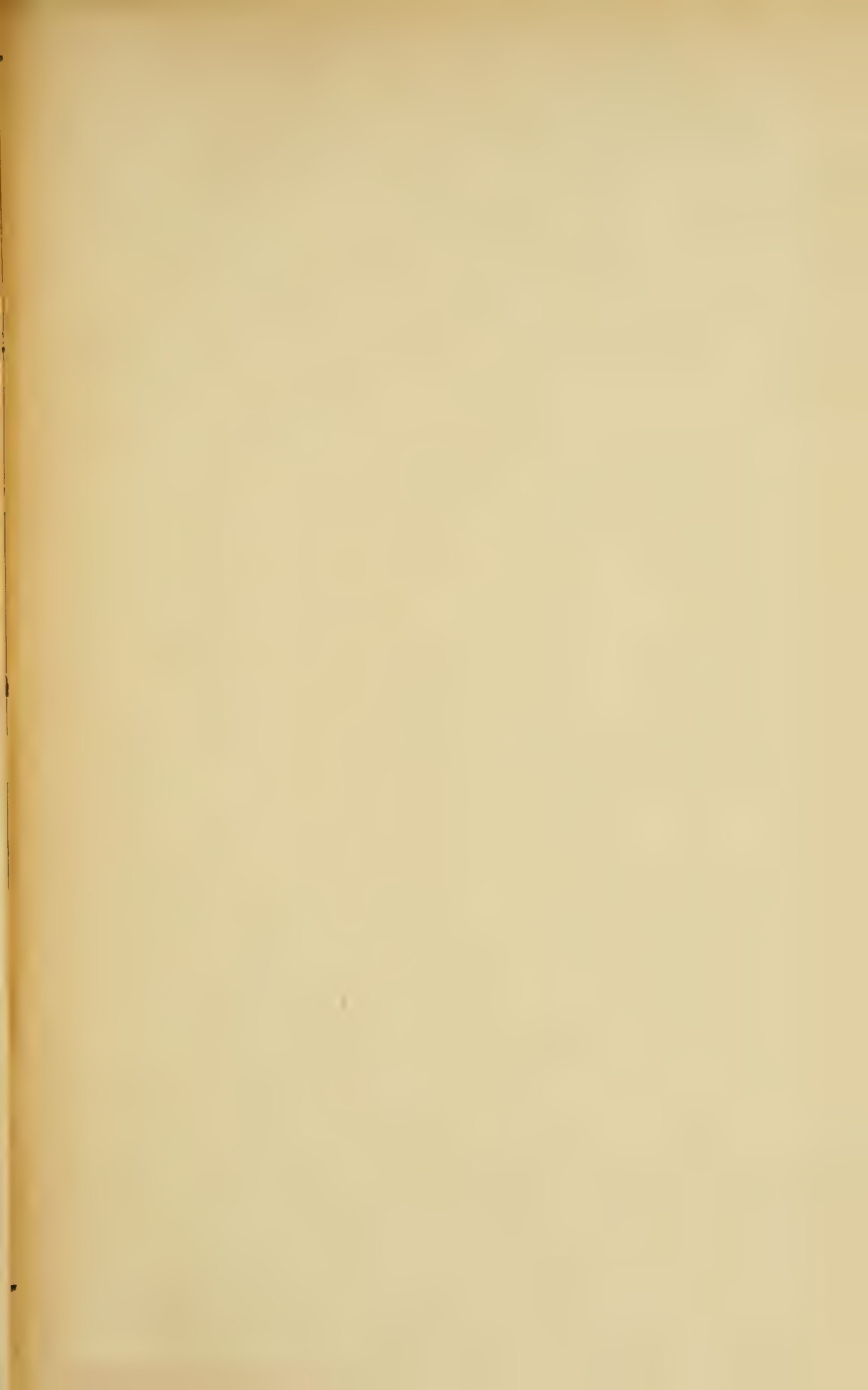
8. That the Canadian system of National Parks be extended, as a truly national policy, to embrace all the provinces; and that greater efforts be put forth to attract visitors to these fine scenic and recreational centres.
9. The Committee further recommends that two thousand copies of the proceedings of the Committee be printed in blue book form for general distribution, and that Rule No. 100 be suspended in so far as it relates to the said printings.

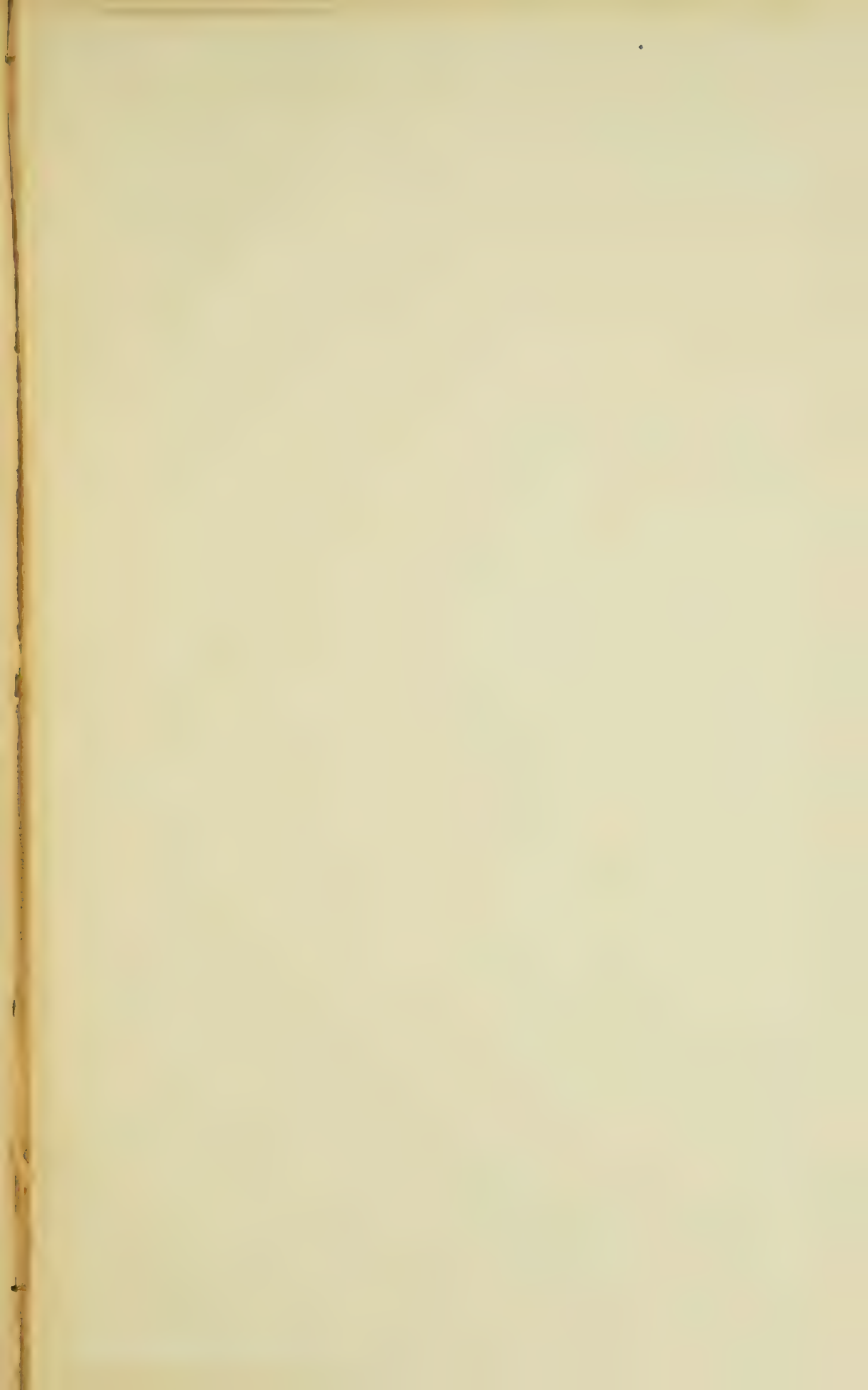
The Committee has recorded herein many of the suggestions it has received as the result of a Canada-wide survey, and has advanced a number of findings and recommendations. There is in the hands of the Committee a very large volume of information, containing much advice of an expert and valuable character, which will be forwarded to whatever organization is created as a result of this report.

Your Committee desires to record its appreciation of the unanimous support of the Press of the Dominion; of the valuable co-operation and assistance of representatives of all interested Government Departments and Services, Dominion and Provincial; of the valuable expert advice given by many travel, hotel and publicity associations and agencies; and of the sincere and helpful interest of the Canadian people, manifest in such a large volume of communications.

All which is respectfully submitted.

W. H. DENNIS,
Chairman.







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